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THE COVER

"Inductees," a lithograph by Phil Paradise of South Pasadena, Calif., is one of the prize-winners in the lithographic group of a nationwide exhibition of prints called "America in the War," sponsored by Artists for Victory. The exhibit was formally opened October 4 at the Kennedy & Co. galleries, New York. The show will continue there until November 6 and duplicate prints are being shown under the same title in 25 cities of the U. S. this month.

October, 1943

Volume 11, No. 10

EVERYBODY IS talking about postwar, but at the NAPL convention the speakers came through with some definite plans and proposals foreshadowing events in our trade. We are presenting this month a complete symposium of industry thought on the subject (Page 17.)

TWO OUTSTANDING experts on platemaking and presswork have some things to say this month on our pages. Take a look at the brief discussions on pages 33 and 35.



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WHAT YOU WILL FIND IN THIS ISSUE

The Litho Industry and the Future

Introduction and Comments 17

A Proposal for Meeting Postwar Competition 18

By Harry E. Brinkman

Lithographic Horizons 20

By Irene H. Sayre

Three Serious Threats to Our Industry 22

By Walter E. Soderstrom

What One Firm Plans To Do 24

By Frank Pfeiffer

Brinkman Heads Photo-Lithographers 26

War Conditions Require Changing Plant Methods 33

By Joseph Macbell

Offset Press Operation 35

By Theodore Makarius

The Way It Looks in Washington 37

Shop Talk 41

By Irene H. Sayre

In and About the Trade 43

New Equipment and Bulletins 53

Lithographic Abstracts 63

Classified Advertising 67

Index to Advertisers 69

Tale Ends 70

MODERN LITHOGRAPHY

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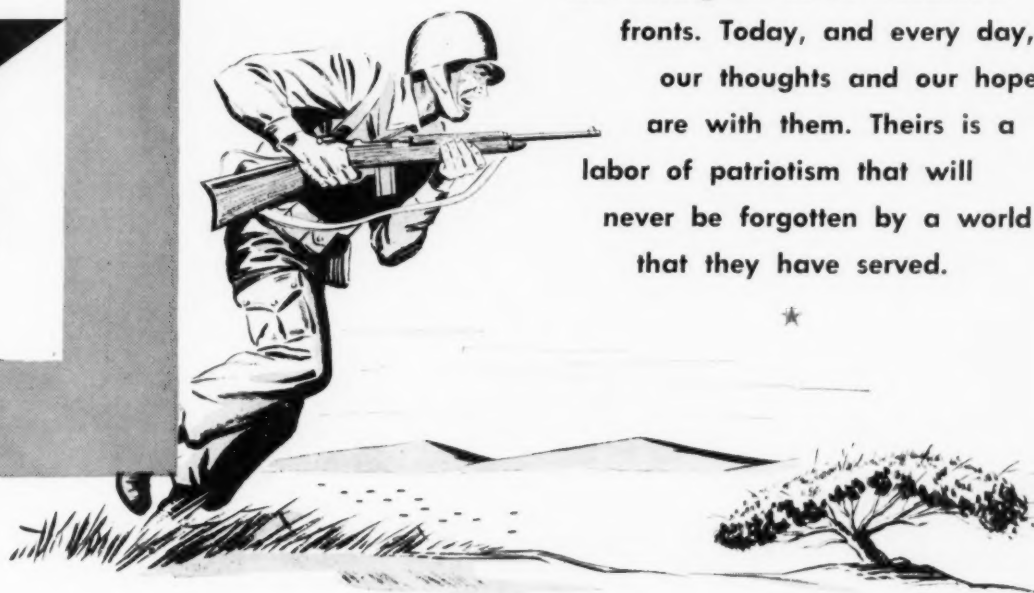
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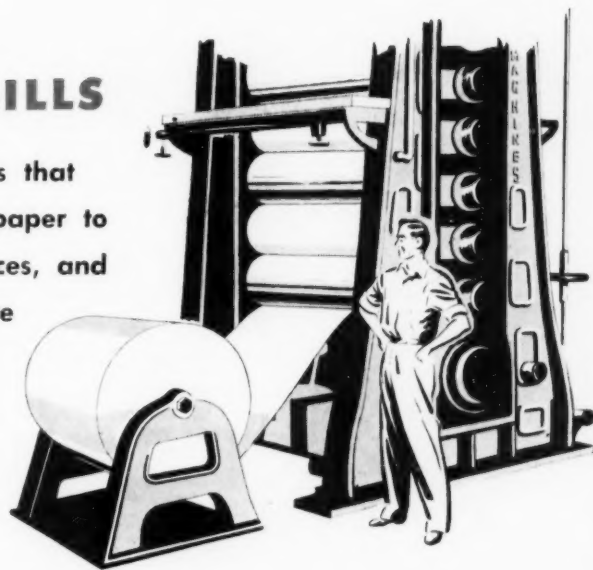
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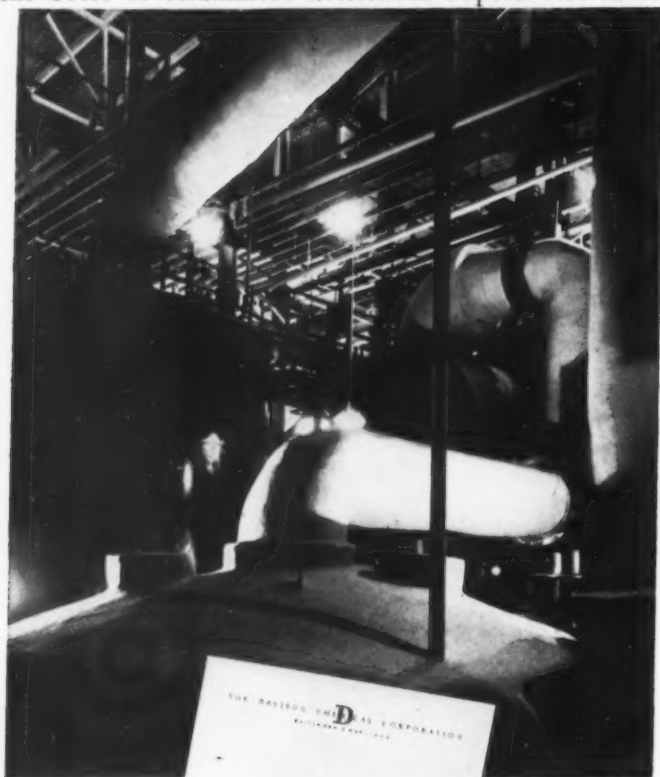
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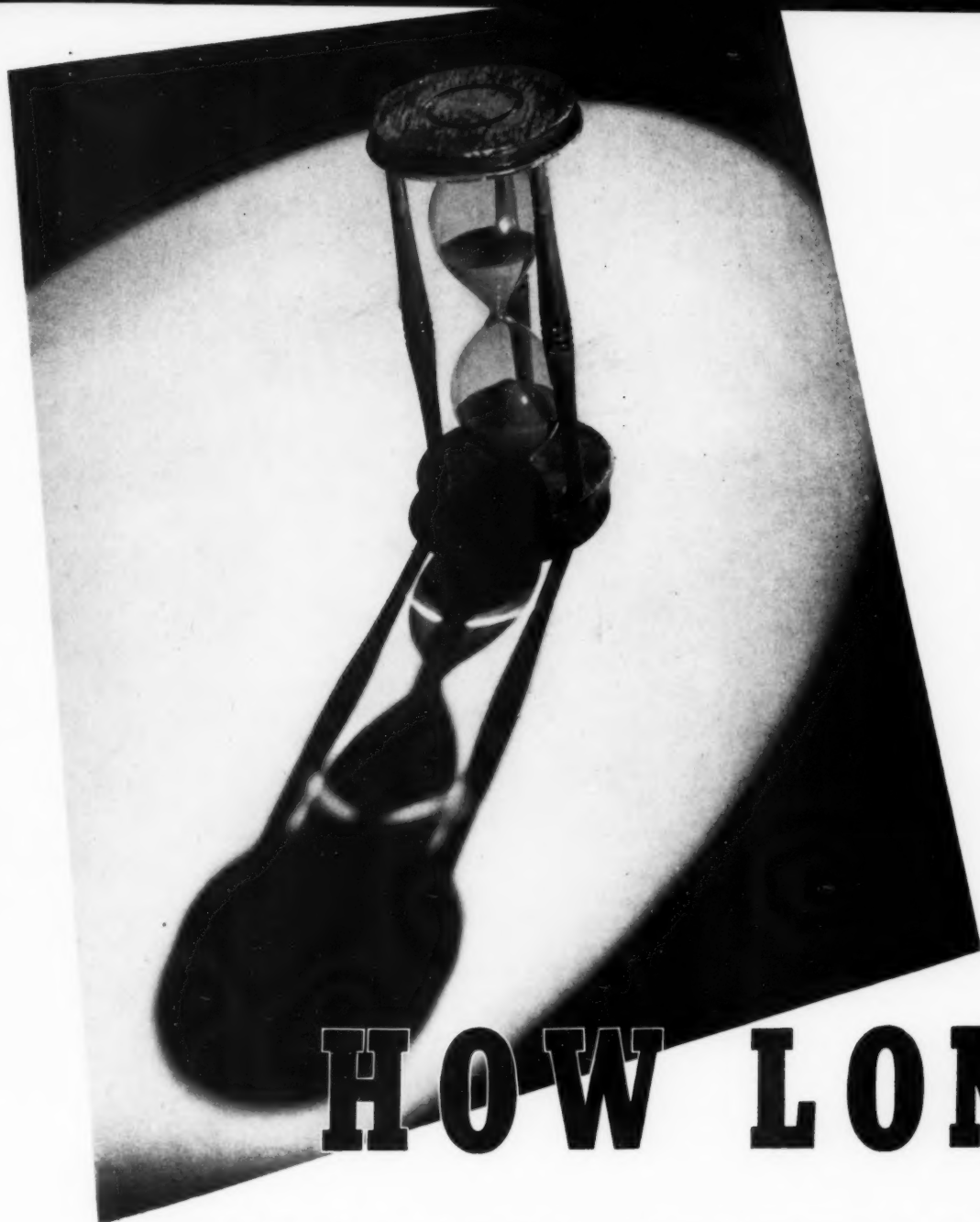
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A confidential bulletin reporting information of vital interest to the photo-lithographic industry not available from any other source. Such information as wage statistics, pertinent cost statistics, reports of new production methods and new equipment, new governmental regulations and news regarding the activities of members are only a few of the things covered in this monthly report.

ECONOMIC HOURLY COSTS AND PRODUCTION STANDARDS

The NAPL makes available production standards and economic hourly rates of equipment and man hours in the industry.

UNIFORM ACCOUNTING AND COST SYSTEM

The NAPL furnishes each of its members with one copy of a Uniform Accounting and Cost System which the association published. This volume carries all of the forms used in a large or small lithographic shop, also columnarized forms for books of original entry—Sales Register, Purchase Register, Cash Book, Journal, all of these forms are full size, copy which can be used to lithograph your own cost records.

ESTIMATING MANUAL FOR SALESMEN

The NAPL makes available to its members a proforma loose-leaf pocket estimating manual on black and white work for salesmen.

TRADE PRACTICES AND USAGE

The NAPL has adopted and confirmed in each annual convention Trade Practices which many lithographers now carry on the back of their quotation forms. The better known the NAPL trade practices are among the trade, the better will relations be with the buyer of lithography. The NAPL accumulates and has available for its members court actions between the lithographers and his customer involving the trade practices.

LABOR, HOURS AND WAGES

The Association Office is constantly gathering up-to-date wages and hours data from all parts of the country. These comparative wages and hours will be made available to all members on request. The NAPL will also continue to advise with members at their request on all questions concerning open shop procedure or unionization. It serves as an intermediary

for members with Captain L. B. Montfort, Association counsel in Washington, on all matters which require his legal attention.

GOVERNMENT REGULATIONS

The NAPL endeavors to keep abreast of all federal or state regulations such as those issued by the W.P.B., the O.P.A., etc., regarding such questions as inventory control, the use of the union label, unfair discrimination, etc.

EQUIPMENT, SUPPLIES AND METHODS

The NAPL maintains a file of information regarding the experiences of members with regard to equipment, supplies and new production methods. It holds itself ever ready to investigate the claims of any of these offered for sale and thereby protects the membership against untried and fraudulent method of merchandise.

MISCELLANEOUS

The Association serves to all members information on everyday problems. If the member's inquiry cannot be answered from information in the file, it is obtained from the most experienced source available.

ASSOCIATE MEMBERS

The association cooperates with equipment and supply manufacturers who are associate members in making available the results of surveys which might be of interest to them, or in helping initiate such surveys as they would like to see made, the associate member, of course, financing the cost of such projects.

It advises those who are planning to install lithographic equipment with the end in view of protecting the industry against unexperienced, ill-advised newcomers lacking the necessary capital.

It urges all newcomers in the industry to join an appropriate trade association.

It builds Clinic Sessions on selling, production and management in various sections of the country.

It keeps members advised regarding the practices of questionable experts and consultants in the industry.

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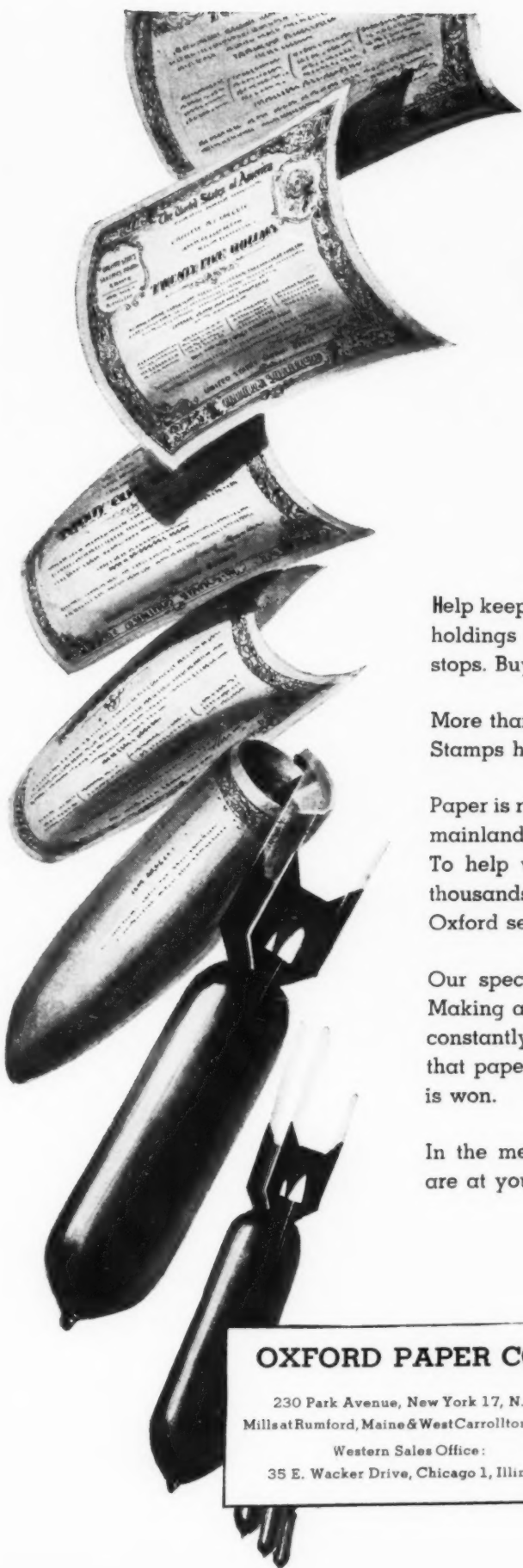


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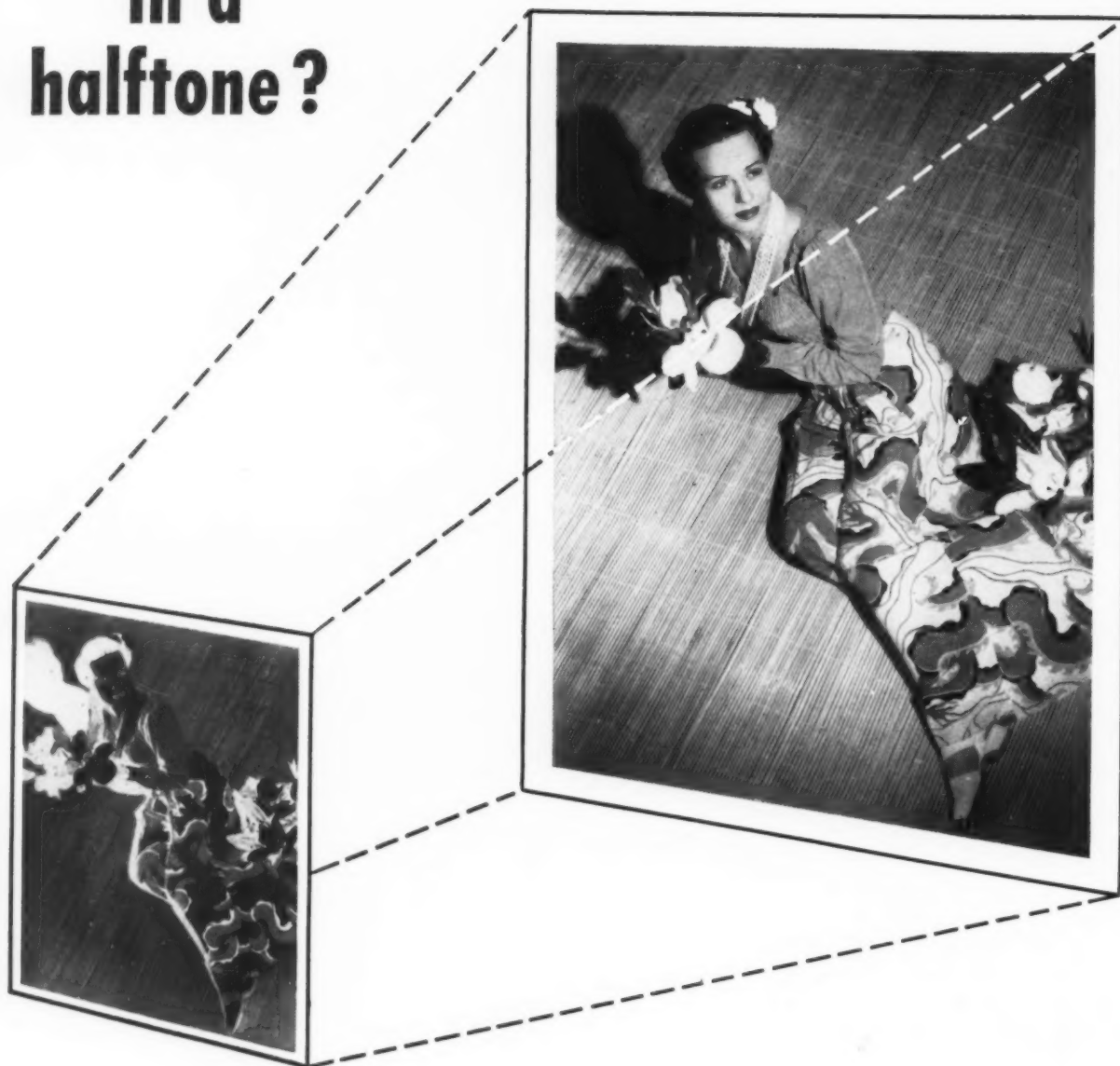
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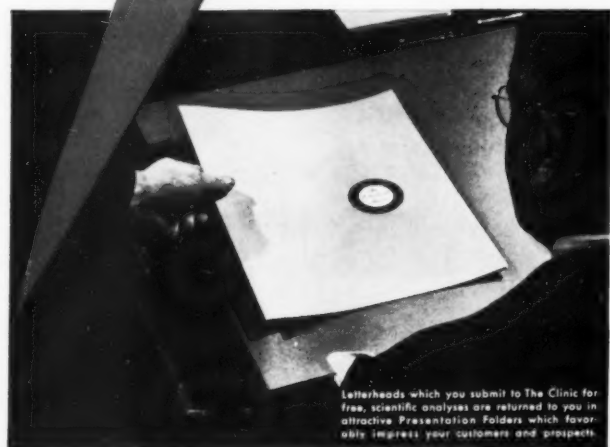
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The Litho Industry and the Future

ON the following pages is a collection of the most authoritative opinions on the future of the lithographic industry which has yet been published. The four articles are based on the talks given by their authors before the wartime conference of the National Association of Photo-Lithographers in Boston, September 16, 17, and 18. They are slightly condensed here because of space limitations.

We are all cognizant of the most urgent need of contributing in every way we can to the winning of the war. But we believe that it is also important to do some thinking and planning, as individuals and as an industry, for the problems which will surely follow the end of the war. That is why we are devoting our editorial page this month to the introduction of these opinions and why we are devoting such a considerable amount of space to the subject.

This magazine has great faith in the lithographic industry as an integral part of the nation's future. We believe that faith and optimism must also be tempered with a practical view of the postwar problems which are apparent. As was stated here editorially last month, we feel that the mounting pile of government debt, and the growing tax burden, both constitute a serious threat to the era of prosperity which many forecasters seem to believe will spring up so miraculously in the postwar period. We believe that the millions of men to be released from the armed forces and the millions of others who will no longer be drawing pay checks from war industries, will create a problem which cannot be brushed aside with complacent confidence in unemployment insurance, government doles, and the ability of industry to re-employ them at once.

Doubtless there will be tremendous demand in this country for consumer goods in the postwar period and this demand will unquestionably help cushion the shock of readjustment. It must be kept in mind, however, that not all present demand will be backed up by solid purchasing power once wartime incomes disappear.

Foreign markets will also offer an enormous demand for goods of all sorts. But conquered and devastated nations cannot arise from their ashes with anything resembling buying power. The labor and material going into the goods sent to them must be paid for, and the American taxpayer, benevolent as he is, already faces a debt and tax obligation ten times that following the last war. He may eventually run short on both money and patience.

We feel that the best hope for the postwar period is in the birth of new American industries. The automotive industry helped greatly to cushion the shock of readjustment following the last war. Perhaps new industries will do the same following the present conflict—developments such as aircraft, new construction materials, plastics, electronics, etc. There is hope, we feel, in the ability of American business and industry to meet and overcome enormous difficulties, and there is further hope in the fact that the leaders of our own industry are already aware of the problems to come and are already laying definite plans to meet them.

The articles which follow contain many opinions which strike a more optimistic note than the foregoing. Whatever the true picture may be, we are glad to present all sides of the current thinking of trade leaders on the post-war outlook.

TURN THE PAGE

A Proposal for Meeting New Postwar Competition

By

HARRY E. BRINKMAN, President, National Assn. of Photo-Lithographers

POSTWAR planning is a term which has been both used and mis-used to a considerable extent during the past few months . . . used by some in the hope that such planning would be immediately necessary because of a quick and decisive victory over the enemies . . . used by others because it was an entering wedge for future business.

No one, of course, can predict conditions which may prevail after we have gained unconditional surrender from our enemies. However, as American citizens and as members of the lithographic industry, we have a just right to believe that once this war is over our country will go forward by leaps and bounds. Granted that this is true, your association feels that we should be thinking about our plans for the future.

In looking ahead, what do we see? We see hundreds of men being released from the armed forces who have had some training in the photolithographic process. Some of these men have had some training that may be of benefit to us, but in most cases, experience not suitable for large commercial shops.

We see next, thousands of small offset presses in the military reserve stock-pile which we must consider as probable competition. We see press and equipment manufacturers turning from the manufacture of materials other than presses and equipment, eager and ready to spend money to break into new markets the country over. We see printers

everywhere glancing at our industry with eager eyes, willing to take on some of the above mentioned available manpower and bank their existence on installment purchases of equipment—on available Government surplus equipment.

This is not a good picture. It is not a picture that will allow us to take the attitude that we are the pioneers, that we know everything and that everyone else who ventures into our forbidden secrets will go broke. We must, as an association, face these facts and do something to help even this new competition get its feet squarely on the ground. For from past experience we know that if a large influx of inexperienced printers break into the photo-lithography business that not only will they have the cards against them in the matter of profits, but in their sinking they will tend to pull the entire industry down from the standards which we have fought so hard to build up.

IT IS my feeling that the association should do everything possible to give a letterpress printer who is considering installing photo-lithography equipment as true a picture of our business as it is possible for us to develop. I believe that we should make available to these prospective competitors a resume of all the difficulties which they will encounter; make available to them cost information which will allow them to determine in advance what they are up against. Show them plainly that

inexperienced help in this business is more costly to them than any such help in the letterpress industry. Show them that photo-lithography is not only putting an image on paper, but covers a most highly developed photographic technique, and even reaches into specialized engraving processes.

From my own past experience, and I am sure from yours, we have seen good printers eye our business with envy, purchase equipment and enter into competition. The first thing they do is to offer the process as a cheap substitute for printing. They are not familiar with photography and platemaking, and for the first several years after installing equipment their product is a cheap substitute for good printing—and in most cases is sold on that basis.

This, as you know, immediately conflicts with the high quality work which the members of our association are doing, and tends to not only bring down our prices but to throw a bad light on the entire industry. Thus, from a selfish standpoint, I feel that any education we can give new competitors would be highly profitable to us.

THE NEXT step I feel should be an educational program for salesmen. We can start with our own—for even though we are the pioneer operators in this big industry, many of us have salesmen who are still selling photolithography on the basis of a "cheap substitute" for letterpress printing. This must be stopped. We must raise

Educational program for litho salesmen and buyers proposed... other plans outlined

our sights, and the only way we can raise our sights is through our contact with the client. That contact is through our salesmen.

A very definite series of bulletins could and should be developed for the information of all salesmen in the industry. All of our members concerned could and should hold instruction classes for their salesmen, actually taking them through the plant and giving them a first-hand picture of what happens behind the scenes, so that those salesmen can go out to the trade with full knowledge of what can be done and how. Such information could eventually be made more or less standard practice for the use of all of us, and even pertinent parts of it made available to the general public and to competitors.

EVEN though the industry has gone ahead remarkably during the war period, there are many buyers of printing who still feel that photo-lithography is a "cheap substitute" for letterpress printing and treat it as such.

I feel that perhaps the association could outline a series of bulletins in the nature of an instruction course to printing buyers which could be furnished to all members, with the suggestion that each and every member of the National Association of Photo-Lithographers invite into his plant the printing buyers who are on the prospect list for a complete study course in photo-lithography, what it

is, how it works, what can be accomplished.

You know that if this were possible many of those men would get a different idea of our process and begin to put it into use, where before they considered it only as a cheap substitute for good printing.

There are other more specific plans which we can make, and they can be summarized as follows:

Economics Costs and Production Standards. Our standards should be revised and brought up to date so that they will reflect present day operations and project these into the postwar period. I think we should have a strong cost committee to meet one or more times during the year, under the guidance of an experienced graphic arts accountant. This group could gather information from our membership or from industry at large on all the items which go to make up our costs. After proper survey and study, the committee could consider it as an overall picture. Such a study would not be a price fixing scheme, but simply the setting up of an industry yardstick, available to all members, with which they could measure their own operations.

Advertising and Promotion. Our industry as a whole will need a definite advertising program in order to keep our place in the graphic arts picture. Many of us have been busy with war work and have neglected contacts. Have even had to turn away many orders. If we are not in a position to do a job of national advertising in papers reaching printing buyers, we could at least develop advertising copy and suggested layouts which could be put into bulletin form and made available to each of our members. In this way we would all be telling the same story, even though over different signatures.

Ratio Studies. Here is another valuable work which we could well undertake. That is the setting up of comparative ratios of operating statements. Our members have always steered away from this because they do not want to send their operating statements to an association, and this

is entirely understandable. I believe that a formula for such statements could be devised which would eliminate the reticence on the part of members to turn them in. This formula probably using numbers or letters rather than actual figures, can be submitted to an independent accountant who, in turn, can make up a composite study and furnish it to our association for distribution to members.

Regional Meetings. The value of any association, in my opinion, comes from the association of individuals on a common subject or problem, and I believe that regional meetings held in various part of the country throughout the year, where members could sit at a table and discuss personal problems of interest to the industry would bring us closer together and help us to solve many problems which are now going unanswered.

Wage Information. There will be a tremendous number of half trained lithographers available in the postwar period, if these men decide to remain in the industry about which they have learned something while in the army. This may mean a glut in our labor market or could cause many other repercussions. A committee of our association set up to study labor problems and wage information would be quite helpful, I believe. This committee might even go so far as to list the available manpower and classify it as "good", "bad" or "mediocre"—and make this available to members, as well as setting up such information for anyone planning to come into the industry.

THERE are many more pertinent questions which we as an organization should consider. We must take a broad outlook of our position and make available to the membership information on any subject which is vital to our well-being. We should not attempt to keep people out of the industry, but rather insure against installations which are short lived and usually very damaging to all of us.★★

Lithographic Horizons

by **I. H. SAYRE**

Army Map Service
Technical Editor of
MODERN LITHOGRAPHY

THIS WAR, has brought about so vast a change in our economy that we are jittery about the future. In fact many are less apprehensive about the outcome of the war, than the outcome of peace. We blow hot, and we blow cold. Some of us still wonder if it wouldn't be wise to have five or ten acres for vegetables, a few chickens, maybe a cow and some pigs, to survive the great famine which may overtake us.

We have created a gigantic industrial and agricultural plant in America and this plant is now capable of supplying all our basic material needs and luxuries as well as producing a great surplus for foreign trade.

In 1939 the U. S. had a manufacturing plant in which the capital investment was about 50 billion dollars. This represented the accumulation of its entire industrial history. In the three years since then, we have built or started to build some 22 billion dollars worth of new or expanded plant—a good deal of it is in primary materials such as steel, aluminum, chemicals, machine tools, etc. that make possible still further in-

creases in secondary manufacturing capacity.

The threat of this seemingly excess new capacity troubles thousands of business men who attempt to compare it with *prewar* supply and demand.

But this comparison is no longer feasible as we have undergone such a vast change technically and industrially, that to parallel prewar and postwar economy is to draw a misleading picture. Whether we like it or not, we can never back down to the 1939 level of production. Our industrial prewar plant has generally followed a policy of manufacturing far below capacity and keeping prices up. But—the war came—and mass production. We are being forced into a new and better policy of producing more, with less profit per article but more profit over-all from increased activity which results in greater employment and higher living standards for our people.

What are we going to do? What is ahead of us? It is impossible for anyone to chart the future—but we

have these definite trends toward the maintenance of the essentials of "capitalism", namely individual initiative and private enterprise. There is a definite trend away from legislation unfavorable to business. People have rediscovered that private profit is good as a lure to make men work hard and use their ingenuity. We have learned from the war production that if you want to get things done efficiently and on a big scale you must get private business enterprise. Next we are faced with a huge job in construction, and a great backlog of demand for durable goods.

The plants in America, even three years ago, were 75% obsolete. That is not true of the larger and newer units, but it is true of American industry as a cross section. Some plants are equipped with machinery 35 years old or more. But we have not built, even under the defense program, enough machinery to re-equip these plants, as will have to be done when the war is over.

And taking a look at foreign trade, if the war and the bombings last several more years, our new industrial war plant may not be oversized in peacetime, but undersized by the war's end, inasmuch as we will not only have a backlog of demand in U. S. but in other countries as well who are not able to supply themselves with needed materials and equipment.

But what of transition? A temporary recession in business is to be expected for perhaps 6 months, maybe a year, while the job of reconversion from war industry to peacetime industry is taking place. Releasing men from the services will take a year, probably longer. Many will go back to their old jobs, but others will have acquired new ambitions and new skills. We need not fear such a transition as we would have, in World War I. We have developed unemployment compensation and other ways of coping with this problem. Then, too, there is something new in the picture.

Five billions of consumer credit has been extinguished since 1942. It is physically impossible to buy new durable goods on the installment plan because the goods are not now forth-

MODERN LITHOGRAPHY

coming. The citizens of this country are accumulating purchasing power, for there is unprecedented volume of saving. Americans will emerge from this war freer of personal debt than they have been in 25 years. There is likely to be an abnormally large volume of consumer expenditures after the war. There is reason to believe that if we engineer the transition from war to peace with even moderate skill, and we will, we shall be confronted with a boom.

WHILE the war has curtailed research in pure science, it has stimulated technological research and temporarily hastened the rate of the world's continuing industrial revolution. Our factories are not only capable of flooding us with familiar goods; they will also be able to make things we never saw before.

Modern laboratories can solve almost any practical problem they are asked to solve, just by applying enough man hours to it. Thus it is not enough for the economy to adjust itself to past and current technological change, it must be adjusted to the certainty of continuing change, now at an accelerating rate.

Since we are spending large amounts of money on the initiation of industrial and social changes, no one should be surprised when the changes come to pass.

Thanks to the extraordinary strides of organic chemistry, it is now possible to synthesize raw materials having almost any desired combination of physical properties; toughness, hardness, resilience, transparency, tensile strength, water resistance, etc. This new command of the molecule traces its ancestry back to the forced synthesis of dyes and pharmaceutical products made during World War I. Chemists can now synthesize wool from milk and silk from coal. From basic organic materials, such as wood and petroleum, they can produce a greater variety of end products than exist in nature. Whatever the product, the trick is the same, the linking and binding of many lesser molecules into complex synthetic molecules, by chemical processes. These processes underlie all the new synthetic raw

materials and many yet unknown. Some of these materials are already industrially important, such as synthetic rubber, nylon and plastics. The plastics industry will come out of the war as a mass production industry, which it was not before. Two major developments are the transparent plastics now being used in bombers, and the bonding plastics used in the manufacture of plywood.

The advantage of all the new synthetics is their unlimited adaptability to special requirements. The fact that they are usually more expensive than natural products is not, therefore, a serious impediment to their development. Many natural materials have undergone a revolution of their own.

THE most conspicuous case among these is aluminum. Once a specialty it has become a basic material by dint of its very expansion. The U. S. will produce at the annual rate of 2,000,000,000 lbs. of aluminum by the end of this year; this is 60 per cent more than the whole world produced in 1938. It is enough aluminum to rebuild every railroad passenger car in the U. S. every four months. Its price, now 15 cents a pound, may get as low as ten cents or even less. At such a price it could capture many markets now reserved to steel, especially in transportation, where weight means increased operating cost. In structural use, steel can be replaced by one-half its weight in aluminum alloy. Thus even at 2c a pound for steel, aluminum may still compete when freight and fuel savings are taken into account. If railroads, shipbuilding and automobiles (to say nothing of airplanes) use as much aluminum as they may, even our 2,100,000,000 pound capacity will be strained.

Other forward strides have been made in many fields, if not in production volume, then in technological advances. These include steel, sponge iron, railroads, construction, aviation, radio and electronic communication, and food.

WHAT has all this got to do with printing? Just this—any industrial change, transition, or human progress is directly reflected in the

printing industry. Up until the outbreak of the war, printing was the third largest industry in the United States. Instead of becoming larger during the war and keeping pace with developments brought on by the war, it has shrunk below normal. We have not enough machines, printing establishments, or manpower to handle the tide of printing coming in at the close of war. Lithography will be woefully undermanned. There have never been enough good lithographic craftsmen in normal times, and we will have fewer when the war is over. Some will not be able to work, and some will have acquired new ambitions and new trades during the war. Older tradesmen will retire. And printing plants will be taxed to the limit of their capacity to handle the printed matter that goes with even a fraction of the industrial change which is already upon us.

Wartime is a difficult time for printing. It is one great industry which is not swollen with wartime profits, but the printer's day comes when the war is over. And topmost among printers will be the lithographer who will benefit the most from current improvements in reproduction methods. The development of the contact screen and the development of plastics particularly favor the lithographer. Technology has given lithographers a large advantage over other forms of printing. We will be the first to print continuous tone reproductions, we will be the first to eliminate many of the steps between camera and pressplate, and the first to profit by many other technical improvements which time does not permit me to enumerate. In all probability continuous tone printing will first arrive through plastics and right on the heels of this advance will be a direct plate process in which (for black and white work at least) the negative will be eliminated. We have already seen a few such plates in operation and know that they are on their way to perfection.

Do not fail to see this thing coming. Plan now, prepare now, and train now, insofar as is possible. Get ready to take the lead in what will again be the third largest industry in the country.★★

Three Serious Threats to our Industry

WALTER E. SODERSTROM

Executive Secretary, NAPL

ONLY a short time ago plant owners in our industry were sorely troubled because of what they thought they saw ahead of them. Soon after we entered the war, their commercial business began to dwindle, while at the same time government orders kept only a small portion of their equipment occupied.

But gradually and surely, business took an upturn and progressively increased. Most plants are helping the war effort by handling an unprecedented volume of military, naval and technical charts and maps, instructional and technical manuals, and training literature.

While this industry has been able to obtain huge quantities of war orders, another great branch of the graphic arts has not been equipped to handle this type of work. I refer to the letterpress industry.

For many years printers have debated pro and con whether they should install lithographic machinery in addition to their regular letterpress equipment. While a few actually installed litho plants, the great majority

were still mulling over the problem when the war started. They have seen us, temporarily at least, flooded with orders. It is apparent that a great many letterpress printers, upon the conclusion of this war, are going to install lithographic machinery just as rapidly as they can acquire it.

To my way of thinking, three serious threats to the future stability and prosperity of our industry may be enumerated as follows:

1. The Federal Government's encouragement of heavy-goods industry to manufacture quickly and abundantly all types of heavy machinery in order to provide employment for those men mustered out of the armed forces.

2. The quantities of used litho equipment, bought up by used-machinery dealers, which may be dumped into the lithographic and letterpress industries.

3. Easy credit terms granted to purchasers by manufacturers and dealers, thereby saturating the industry with inexperienced operators of litho plants with little or no background.

IN discussing Point No. 1, we should take a number of important factors into consideration, some of which vitally concern the complex situations confronting us. As we all are aware, our industry, during the past fifteen years, has grown like a weed, unregulated and uncontrolled. This, to a large extent, has been unavoidable. Many lithographing plants were established by men who had little or no actual experience, insufficient working capital, hardly any established accounts, and complete incapacity to obtain competent craftsmen, or the ability to judge the worth of their efficiency or productivity.

Hundreds of these hastily and ill-considered business ventures in our industry, in the past decade and a half, have met with failure. But the evils they wrought while struggling desperately to keep from going under remained to plague and perplex those who have steered a straight course. Among the evils which we inherited, and which we are still fighting, are extremely low prices, exceedingly poor quality of work, and total inability to organize schedules of production or keep promises of delivery.

Fortunately, however, there is another side to this situation which is gratifying and very satisfactory. A group of men came into the industry who had the essential background of sound management and training. It was they who purchased and installed proper equipment of good quality. They were the ones who employed and developed competent help, and who determined that they would make a profit on every job they handled. This group of lithographers has prospered, and found a permanent place.

A plan for meeting postwar equipment and army-trained personnel problems

However, because of the imperative and insistent demands of war's necessities, the machinery in the industry's various plants has been working almost continuously, and in many instances with hastily trained help. By the time the war is over, the great majority of this equipment will have been worn out and will have to be replaced. The replenishing of this worn-out equipment with new machinery should keep the manufacturers of lithographic presses busy for a long period after the war.

It is well known that equipment manufacturers have been concentrating almost entirely on war work. Many of them have installed additional machinery, taken on more floor space, and added to their force as many competent workmen as they could employ. Upon the war's conclusion, with the development of new metals, and with the vastly increased production of aluminum, press manufacturers, because of their increased facilities, will begin the production of lithographic equipment on a scale far exceeding that of prewar days. With thousands of men coming back from overseas, and anxious to take up where they left off when they were inducted, the government will undoubtedly encourage heavy-goods industry to get going as quickly as it can in order to give employment to these ex-soldiers.

As business will have to be stimulated to some extent and increased purchasing encouraged, the government might suggest installment selling, with low down-payments and long-time arrangements for payment of the balance.

Such a condition might become demoralizing unless it were checked be-

fore its ill effects became widespread. Today there are only a few equipment manufacturers who make lithographic presses. Is it not sensible for those few who are in the market today to get together co-operatively and work out fair-trade practices concerning terms and conditions in selling new equipment that would benefit them and at the same time bring about a healthy financial condition within the industry?

THERE is no way of knowing how much second-hand equipment will be available when the war is over. However, there are plenty of signs to lead one to certain conclusions as to the condition of the market now and in the not too distant future.

We know that second-hand dealers are steadily purchasing as much equipment as they can lay their hands on. Furthermore, with money free and plentiful they are probably offering prices attractive enough to induce the sale of machinery that otherwise might not be so readily released. Finally, it is a safe assumption that second-hand lithographic machinery will, after the war, be dumped on the market to anyone who can make a small down payment, even if he seems a questionable financial risk.

There is another side to this flooding of the market with used machinery that should give the forward-looking members of our industry some anxiety. I am referring particularly to thousands of multilith units installed by various government agencies that are now being used in prosecuting the war effort. This lithographic equipment is now being used in various ways both useful and productive. Some of it may be retained even after the war.

The question now arises, what is the Government going to do with the vast quantity of lithographic equipment which it no longer needs? Will the Government try to sell this huge stock of machinery quickly to second-hand dealers at low prices? Or, realizing the disastrous consequences to our industry of such wholesale dumping, will the Government sell the machinery gradually over a period of two or three years?

THE enormous, insatiable demands by the Government for all kinds of lithographic products in prosecuting the war have resulted in a tremendous expansion of our lithographic capacity and output. Furthermore, the ultimate effect will be to bring a large number of workers into the field who were non-existent two years ago. Not only did the Government establish litho plants in various units of the Army, and Navy, but equipment has been concentrated in almost every large city where the military headquarters are located. The Government has even gone to the extent of establishing lithographic schools where thousands of men have been trained to do the work required of a craftsman in this industry. It may be stated conservatively that many of those men, when discharged from the Army or Navy will look for a future in the lithographic industry.

Now, the question might arise, if these fellows want to go into business even on a modest scale, where are they to obtain the capital? Here is the answer in part: It is known that the Government is planning to give every man discharged from the service a bonus of some kind. This bonus will be, let us assume, between fifteen hundred and two thousand dollars. You may take it for granted that a good many of these fellows with some experience in Government plants—even those who were craftsmen before they were inducted—are planning to go into business with the money the Government gives them.

It is certainly a fact that the equipment industry and the lithographic industry are mutually dependent. What affects one adversely will likewise affect the other. Surely the equipment manufacturers and the sellers of second-hand presses have no intention of doing anything deliberately that would interfere with the continuous prosperity of our industry, for it is to their interest that those in it should be able to purchase their products, and should be able to meet their financial obligations. And this brings us to the question of how much minimum down payment an equipment manu-
(Continued on Page 57)

How One Litho Firm is Planning for Tomorrow

BECAUSE of our unique position as peacetime suppliers of perhaps 80 per cent of the uniform business management and service shop printing used by automobile dealers, which business normally constitutes half our sales; and because, under war conditions, this lost market was replaced with war contracts, we have a postwar problem in our business on which we have been working for some time.

The size of the job varies considerably from plant to plant, depending upon the area in which the plant is located and on other conditions. Broadly speaking, your interest in the problem will depend largely upon the position of your business in the following three groups.

First, there is that group of lithographers who have no postwar problem. Their plants are located in thriving, industrial communities and it has not been necessary for them to seek direct government printing contracts. The type of work they are doing has not varied much from normal. Their advertising literature sales are perhaps down some but that volume has been replaced by other printing, and they need but follow the trend of their customers back to civilian production to return to normal.

The second group are those plants which have been able to retain a percentage of their regular business with their regular customers and which have taken on government work to compensate for whatever percentage

of lost sales volume they have experienced.

The third group would comprise those plants which are not located in manufacturing centers blessed by war production and which, because of the size of their facilities or location or other conditions, have been unable to share in the vast amount of printing that has been bought by the various government agencies.

All three groups have the common advantage of being able to use the same tools and machines in the immediate postwar period that they are now using. They have no problem of conversion of production lines and methods so common to so many of our industrial plants. The solution to their problem, if any, lies entirely with management. The concerns of management, once Germany is defeated, are these:

1.—If your plant has been or is in excess profits, check over your efficiency. Entirely too much talk has gone on about 10c dollars. Quit thinking that you are "nigger rich" and that you can afford unnecessary luxuries and certain inefficiencies because Uncle Sam will pay 90c on the bill.

2.—Check over your Sales Department. It may have become mentally lazy from lack of competition. You may have to blast with dynamite to get it to revitalize its imagination—to be creative and to call again on the "little fellow."

3.—Analyze your production cost—find out whether your employees are

turning out the work at pre-war levels. Watch out for the spread-the-work movement in your plant in the period between the cancellation of the production you were doing for war plants or government agencies and the time you build a backlog of sales from normal business channels.

4.—Guard against the revenge attitude that some of your supervisors may take when labor becomes abundant. Sure, many of your workmen have been too cocky when they knew you couldn't replace them. Nothing is to be gained, however, by demanding your pound of flesh. We are in an era of improved employee relations. The day of the whip is over. Train your foremen to be leaders, not drivers.

5.—Stick to your trade associations—become even better acquainted with your competitors. I have two reasons for making this recommendation. One is the tendency of our industry to become panicky and start cutting prices at the first excuse. In certain areas, especially if you are in group two and producing a large percentage of government printing, that excuse will be furnished in the immediate transition period between the cancellation or fall-off of your government work and the period when your regular customers come back into civilian production. Through your trade association this period can be anticipated and chaos prevented, by helping you and your competitor achieve a common viewpoint.

The second reason is in the field of

By

FRANK PFEIFFER

Sales Manager

The Reynolds & Reynolds Co.
Dayton, Ohio

labor. There will be, no doubt, a tendency to do a lot of job swapping during this period in order to unburden yourself of inefficient or semi-skilled craftsmen for men who meet the pre-war standard. If all of the lithographers in the locality start this at the same time, the results can be very costly. Also by banding together you can control to an extent, at least what I anticipate will be the goal of organized labor, that of attempting to obtain a higher rate to compensate for lack of overtime, coupled with a demand for contracts based on a much shorter standard work week, perhaps as little as 30 hours. It may be that a shorter work week than the forty hours now generally accepted, will be desirable in order to spread employment. Since you will pay the bill, however, the decision should be yours and not forced upon you.

YOU will probably also need help when you start dealing with the re-employment rights of returning soldiers. The Selective Training and Service Act of 1940, Section 8, says: You must re-employ a returning war veteran whether drafted or enlisted, in a position of *like status, seniority, and pay*, if he directly left your employ for the armed services and if he applies for the job within forty days after discharge. The U. S. District Court has been empowered to give speedy hearings in case of violation and the U. S. District Attorney will act in behalf of the person apply-

ing for benefits without cost. Consequently, the problem is full of headaches unless your records are in good shape and you have planned your action well in advance, because when the case goes to Court, all doubts will be resolved in favor of the war veteran. It is a good bet that unions will resist the laying-off of their members for such replacements. Of course, they will not fight the returning soldiers. Instead, they may even set up service bureaus to aid them. Union effort will probably take the form of making as many jobs as possible whether productive or not. You will face the problem of paying for dead wood. Planning ahead may avoid it, especially if you can plan for expansion that will call for equal status and pay. Equal pay does not necessarily mean the pay at which the soldier left the job, in case the pay on his return is higher. From now on and until at least six months after the war you should not hire or fire without thinking of your employment liabilities.

Another very good reason for not only sticking to your association but expending some effort in trying to increase its membership and influence, is the postwar problem of getting the management of the country returned to the citizens and to Congress in order to eliminate as quickly as possible government by Executive Order and bureaucratic edict. Through your associations and their combination with other groups you should be able to hasten the day of return to controlled free enterprise. I say controlled free enterprise because I feel that a certain amount of government control is desirable and necessary. But, I am just as strongly convinced that we do not want and should exert every effort to avoid a return to the 1932 edition of the kind of program that certain left wing politicians are likely to propose.

Another thing we will probably want to do as a group, is to get the government out of the printing business. The government will always need some printing facilities like the Government Printing Office and a few others scattered around where there is an absolutely essential need for

them. At the present time, however, the government has printing and lithographing plants all over the country. The United States Government doesn't try to build its own airplanes or locomotives or office equipment, so why should it pick on our industry in an attempt to do its own printing and lithographing? Unless some action is taken by our associations, it is my opinion that the government will have sufficient capacity in its present printing plants throughout the country when the war is over to print ten times its peacetime requirements. Remember the government is already selling books, maps, pamphlets and envelopes and giving away "V" mail stationery—the next step could easily be business reply cards and envelopes, letterheads, or other types of forms.

BY FAR, the most important of these five suggestions is the one having to do with the revitalization of your sales department. Certainly we do not want to return to a pre-war condition under which perhaps as much as 80 per cent of all lithography was sold on a price basis. Price selling is something we always accuse our competitors of and never admit ourselves. It's a hard thing to find in an organization because few of us ever start looking for it with the right mental attitude. Instead of honestly trying to find out whether or not we have the disease, we invariably analyze the situation with an eye towards proving we have not and, consequently, we usually come up with just that answer. It's just as easy to do business on a creative service and quality basis and certainly there is no comparison between the profit resulting from this type of approach to say nothing of the longer customer life that inevitably results. I define the word "service" as used not in terms so much of fast delivery as I do with respect to the ability of your salesmen to counsel with their clients on production problems, layout and design, procedure and efficiency of the form to be produced and customer reaction and results to be achieved by the advertising pieces under contemplation.

(Continued on Page 59)



Harry E. Brinkman

New President Outlines Postwar Plans in Interview

A DEFINITE program of action to squarely meet the postwar problems which are now looming on the lithographic industry's horizon was outlined by the new NAPL president as he relaxed following the strenuous three-day Boston conference and informally answered questions asked by a representative of **Modern Lithography**. After the war Mr. Brinkman expects many letterpress printers to expand their plants by installing photo-lithographic departments, and he clearly sees the problems this involves and forcefully outlines his policy for meeting them.

He believes that the lithographic industry should make available all the facts concerning operating costs, the type of help required, the highly developed photo process involved, which is foreign to letterpress firms, and the other specialized activities in which lithography differs from letterpress operation. "We must welcome these letterpress printers, but at the same time we must tell them all—both bad and good; and make sure they know that there is more involved in operating a lithographic plant than just purchasing the equipment on easy terms."

The greatest danger of these newcomers into the field will be that many of them will offer lithography only as a cheap substitute for good printing, which is what it will be if produced by inexperienced newcomers. A few of these firms doing such work and eventually going broke will injure the industry immeasurably, he believes. By making them completely aware of

all the problems **before** they go into the field, we will be doing both them and ourselves a real service, he declares. A good competitor is better than a poor one, is his theory.

Mr. Brinkman knows whereof he speaks. At the age of 13 his career was launched as an errand boy. In the last war he served in the Navy and after the war became associated with a Savannah financial advertising company. He then went into selling printing and worked for seven years at selling and production. He bought an interest in a Cincinnati letterpress printing firm and later entered the lithographic field by joining Foto-Lith, Inc., in 1933 as a salesman. His rise was rapid and in 1940 he became president and owner of the firm, the position which he now holds.

He has been active in NAPL since its inception 11 years ago, and became vice president in 1941.

Mr. Brinkman thinks that one of the most important needs of the industry at present is a definite training program to acquaint salesmen with the limitations and possibilities of the lithographic process. He accuses many litho salesmen of selling their product as a "cheap substitute" for printing. This must be stopped, he says. He outlined a training program which can be undertaken by the association, and also stated that salesmen could become better acquainted with all phases of the industry by regularly reading a lithographic trade magazine.★★

Brinkman Heads

HARRY E. BRINKMAN, president of Foto-Lith, Inc., Cincinnati, was elected president of the National Association of Photo-Lithographers at the eleventh annual meeting held at the Statler Hotel, Boston, September 16, 17 and 18. The three day conference during which both wartime and postwar lithographic problems were studied, drew a registration of 346 which was somewhat higher than the registration at the 1942 convention.

Mr. Brinkman, who was previously vice president, succeeded A. G. McCormick, Jr., of McCormick-Armstrong Co., Wichita, who had served two terms as president. Rex G. Howard, Peoria Blue Print and Photopress Co., Peoria, Ill., a former director, was named vice president, and George E. Loder, National Process Co., New York, was re-elected treasurer. Walter E. Soderstrom continues as executive secretary. A complete list of officers and directors accompanies this report.

Practical speakers, many drawn from the ranks of commercial lithographers, filled the three-day program with discussions covering manpower, costs, supplies, equipment, new developments, technical problems, and postwar plans.

A rather optimistic viewpoint of the future of lithography was taken by most of the speakers, although the executive secretary and the new president both warned of the problems which will arise after the war from the stockpiles of lithographic equipment now being accumulated by the government, and by the returning men from the armed forces who will seek re-employment in the industry, or who will go into business for themselves. The outlook for supplies re-

Photo-Lithographers' Assn.

mains about the same, with no hope of improvement in sight for the supply of pulp wood for paper manufacture.

The sessions, crowded with current business problems of universal interest to the trade, left little time for frivolity, and the highlight of the non-business program was, as in past years, the annual banquet. It was here that the new officers were introduced, and the retiring president was presented with a suitably engraved wrist watch. A floor show and dancing followed the dinner.

Considerable interest was shown in the exhibits arranged by several supply firms. These firms included Agfa Ansco, Allan B. Croke Co., Fuchs & Lang Mfg. Co., Godfrey Roller Co., Hammer Dry Plate & Film Co., Harold M. Pitman Co., International Printing Ink, Lithomat Corp., Merck & Co., Rutherford Machinery Co., S. D. Warren Co., Sinclair & Valentine Co., and Wild & Stevens, Inc.

Following are "half minute summaries" of the various talks presented at the conference. Several appear in complete form elsewhere in this issue and therefore are not summarized here.

President's Address

A. G. McCORMICK, JR., McCormick-Armstrong Co., Wichita, retiring president of NAPL. Mr. McCormick traced the outline of the lithographic industry's record during the war period, told of the importance of the job it is doing, and called for an even stronger effort even in the face of growing problems of supplies and manpower.

He called attention to the postwar proposals being made by the National Association of Photo-Lithographers

and asserted that they are vital to the continued advancement of the industry. "By the close cooperation of this association with other graphic arts organizations we will have the necessary united front to move forward," Mr. McCormick said.

Plastic Plates

CRAIG TOLAND, president, Plastolith Co., Boston. Although plastic plates are now being manufactured and used, their sales are at present restricted to the government and to the armed forces, Mr. Toland said, as he praised the commercial lithographers and army engineers for their aid in the successful development of the plates. He told of the experiments begun 10 years ago on various coatings to eliminate the oxydizing of metal. Paper bases were tried but because of stretching and other properties, plastics were used. He credited the S. D. Warren Co. with aiding in the development of the proper base material for the plates. The plates now eliminate graining, and make it possible for corrections and additions to be easily made on plates. The largest size plastic plates now in practical use are 25 x 40", Mr. Toland said.

Regulations and Supplies

JOHN M. WOLFF, JR., Lithographic Section of the War Production Board, Washington. The official viewpoint of the government was brought to the conference by Mr. Wolff, who is also an executive of the Wolff Printing Co. of St. Louis. He summarized the many WPB orders under which the industry is operating, and described the current situation with regard to supplies of paper, ink and equipment. The supply situation remains tight with the most difficult con-

ditions appearing in the direction of paper. He discussed the new amendment to L-120 which limits the weights and grades of paper which may be manufactured. A question was asked if firms now doing gang-up runs on 20 lb. sulphite bond, could change to 50 lb. offset stock under the order. Mr. Wolff answered that the problem will be handled so this cannot be done. He pointed out that the order does not restrict the use of present inventories whether held by manufacturer, jobber or lithographer, but restricts only the paper manufacturer.

In discussing the display order he stated that it covers only laminated displays, and does not cover lithography done directly on bristols for car cards, signs, counter displays, etc.

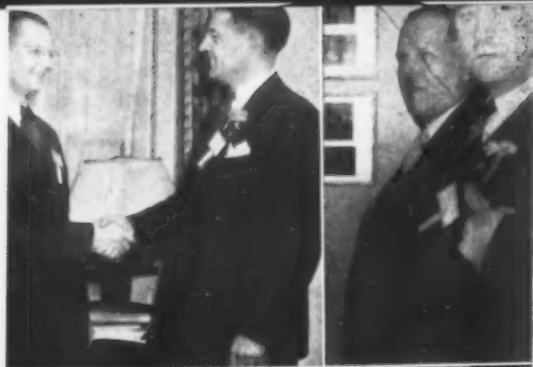
Mr. Wolff emphasized that compliance with this and other WPB orders would be checked.

The Outlook on Paper

O. M. CURTIS, JR., S. D. Warren Co., Boston. The basic cause of the present short supply of paper is the shortage of sulphite and sulphate pulp, but there is no need to worry about the quality of litho papers, Mr. Curtis stated.

Coated litho paper is another story, however, because of the casein shortage. Not only is casein short, but substitutes such as corn starch, soy bean derivatives, and glue are also in short supply although at the present time these seem to be the answer. The lithographing qualities of coated paper have been affected only slightly so far, he said, and the general appearance has deteriorated very little. The average drop in brightness to date has not been more than eight per cent. Mr. Curtis said.

The future supply of paper de-



pend entirely on the amount of pulp which will be available, which in turn depends on the labor which will be available in the woods. In the meantime, every effort is being made by every mill to divert as much paper as possible to industry.

Photographic Advances

LLOYD E. VARDEN, F.P.S.A., Agfa Ansco. A new process, which he described as rapid and simple, for making photographic color prints with wide applications for photolithography, was outlined by Mr. Varden, and a number of these prints were displayed both during his talk and at the Agfa Ansco exhibit. With the process the photographer can make his own color prints in his own dark room and it is not necessary to send the exposed negative to the manufacturer for developing. The three colors of the print are brought up on the paper with one developer, he said.

The process is already being used in lithographic color work by the Army Map Service, and other government agencies, as well as by some commercial firms doing essential war work.

War Manpower Commission

DANIEL J. DRISCOLL, New England branch of the War Manpower Commission. Although some parts of the lithographic industry have been declared essential, yet the large part of the industry falls in the "no man's land," that is, not essential and not non-deferrable, Mr. Driscoll said. Every draft board case is an individual one, and no general rules can be laid down. However, Mr. Driscoll pointed out that in many cases the local boards do not have all of the facts on a given registrant, regarding the type of work he does, or his importance in the entire firm's situa-

tion. The registrant must inform the board of any change in skills, or in his job essentiality, he stated.

Wage Stabilization

DANIEL ARVAN, Lithographic Labor Relations Counsel, New York. Mr. Arvan gave a comprehensive outline of the present status of wage stabilization and described four methods now allowed for giving increases. They are: Increases for merit; Maladjustment of the Little Steel Formula; the substandard doctrine of the WLB; gross inequities and intra-plant inequities. He explained the exemptions to which plants with 30 employees or less are entitled. Mr. Arvan also discussed the Selective Service system and the bases for deferments in the lithographic industry.

Cost Finding

J. KROMBERG, Certified Public Accountant, New York. Asserting that the common methods of finding costs are often too slow and inaccurate because they are based on averages of the past, Mr. Kromberg described a simple method of computing present costs from a prepared chart, drawn to conform with the various factors of each individual plant. Costs and overhead are plotted on a logarithmic chart, which the speaker illustrated, and accurate current costs can be immediately computed by the use of diagonal lines drawn to fit each immediate condition. The chart computes both variable overhead and fixed costs. He pointed out the dangers of price cutting which will face lithographers when peacetime competition returns and emphasized the need for knowing the current costs for every type of job at all times.

(Continued on Page 31)

Top—Retiring NAPL president A. G. McCormick, Jr. congratulates Harry E. Brinkman, his successor; Right—Walter E. Soderstrom (background) with Capt. L. B. Montfort; Third photo shows NAPL directors J. B. Smith, Jr., Miss Jessie Kehoe, Arthur C. Eckert, Rex G. Howard new NAPL vice president, and Richard H. Grant, Jr. The four directors in the next photo are A. H. Spaulding, Lee B. Rosenstadt,

Allen H. Frost, and Penn R. Watson. In the next group are Ray Collins of A. H. Mathias & Co., Pittsburgh, William P. Squibb president of Godfrey Roller Co., A. J. Math of Sinclair & Valentine Co., and C. Walker Jones of Godfrey Roller. Bottom row shows Clarence Dickinson, R. Hoe & Co.; Harry Grandt, Roberts & Porter with Paul Dorst of LTF; and George Welp, International Printing Ink.

The standard set of eighteen Kodak Fluorescent Water Colors, available in one-ounce and quarter-ounce jars.



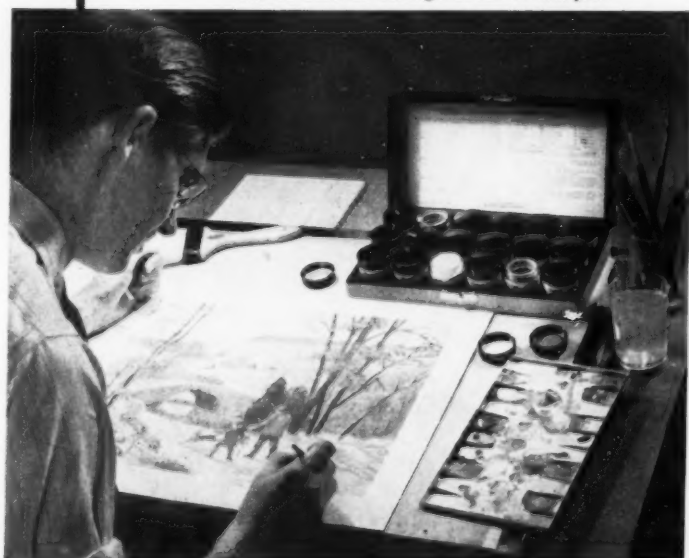
Accurate Color Correction with the KODAK FLUORESCENCE PROCESS

THE photomechanical plant equipped to use the Kodak Fluorescence Process has a two-way advantage. In the first place, color-corrected reproduction of sketches and wash drawings is automatically provided for. The Kodagraph Copyboard Hood with its special filters delivers the correct mixture of ultraviolet and white light to bring out the fluorescence which builds up extra density in the separation negatives requiring correction. The degree of fluorescence

of each color is precisely proportioned in manufacture.

Furthermore, the range of colors is confined to those which can be reproduced faithfully by the best available process inks. No highly saturated colors are included. The artist knows in advance that the final proofs will closely match the original sketch. The Kodak Fluorescence Process places four-color reproduction of wash drawings on a high-quality production basis.

The artist mixes and applies Kodak Fluorescent Water Colors with no change in his technique.



Order equipment and supplies from your Graphic Arts dealer

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**EASTMAN KODAK
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ROCHESTER, N. Y.



Brighter Horizon

Recaptured in the modern Bryant organization are all the fine ideals of craftsmanship and business integrity — all the enthusiasm for improvement and progress that inspired the founders of this veteran paper mill.

Today, Bryant is doing its utmost in the Victory program — but with thoughts on tomorrow. The demands upon Printing for a quick after-war reconversion to peacetime economy will be tremendous. We want you to know that here at Bryant, research and planning are well under way to give you the best papers for that important job.

COATED, UNCOATED AND SPECIALTY BOOK
PAPERS FOR LETTERPRESS, OFFSET, ROTOGRAVURE

EVERY DAY MORE PRINTERS ARE
USING MORE PAPER MADE BY

BRYANT
PAPER COMPANY

KALAMAZOO

CHICAGO

NEW YORK



MODERN LITHOGRAPHY

An Advertising Man's Viewpoint

Anthony La Sala, Production Manager, Geyer Cornell & Newell, New York advertising agency. Mr. La Sala built his remarks around a chart titled "What and When" which outlines in graph form the events of 1943 through 1945 as predicted by executives of his firm. The chart predicts the collapse of Germany by the end of 1943, victory over Japan by the end of 1944, and an anti-New Deal election in November, 1944, following a fight for the life of free enterprise. His outlook for postwar business was optimistic, based on the many advances being made by industry and on the broader markets and increased buying power which are apparent. "The lithographic business needs to do some careful planning if the growth of this industry is to have a share in the growth of all industry," he said.

Production Clinic

THE Saturday morning session was devoted again this year to an open question and answer session on production problems. Paul A. Heideke of Washington Planograph Co., Washington, D. C., presided, and those taking active part in answering questions from the floor included Joseph Machell, Stecher-Traung Lithograph Co., Rochester; A. P. Reynolds, Spaulding-Moss Co., Boston; Ted Makarias, Fuchs & Lang Mfg. Co., New York; George S. Hammer, Jr., Forbes Lithograph Mfg. Co., Boston; John T. Groet, Boston representative of Eastman Kodak Co.; O. M. Curtis, Jr., S. D. Warren Co., Boston; Robert J. Butler, F. & L. Mfg. Co.; Fred Weymouth, IPI Chicago representative; Paul W. Dorst, Lithographic Technical Foundation, Cincinnati; and a number of others.

A considerable part of the session was devoted to problems of color process work on film and several recommendations were brought out. They were: expose all the films at the same time, keeping all conditions uniform, and develop uniformly. Hang all films the same way and in the same place, as film has grain and will sometimes stretch or shrink in one direction

more than the other. Register marks should be made from the key film sheet onto a template of some material such as metal which is not appreciably affected by room temperature or humidity variations. Then each successive film should be checked against the template rather than against the key film sheet. A new cartographic film made to stretch or shrink equally in both directions was described, which is said to be in use in the making of military maps.

The new Eastman contact screen was briefly discussed. (This screen has been offered to the trade just recently and was described in the January issue of MODERN LITHOGRAPHY.)

Some interest was shown in the problem of plates turning yellow, green or black and getting "slick" in the water portions. This condition was said to be caused by lead salt in the ink drier.

A formula for removing images from albumen plates was given as follows: 15 oz. alcohol (can be denatured), 15 oz. water, and 5 oz. caustic soda.

Saturday Luncheon

J. ANTON DE HAAS, Professor of International Relationships at Harvard, was the speaker at the concluding luncheon Saturday noon. "Too many people want a nice comfortable peace that will cost nothing and will call for no responsibility," Prof. De Haas asserted, and continued, "Peace depends on working out laboriously an economic program in which the idea of 'everyone for himself' must be changed to 'one for all and all for one.'" He called for economic collaboration as the only highway to peace, and leaned toward a program of government control of business for the postwar world. ★★

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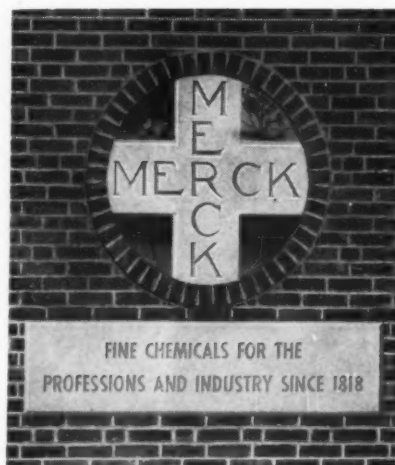
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Chemicals play an important part in quality jobs, trouble-free runs—and profits. For, unless your chemicals are *right* trouble may develop—and trouble means loss of profits.

Merck Chemicals for the Graphic Arts are produced with the same degree of skill and craftsmanship that go into your finest jobs. You can depend upon them to give you the same results—from the same procedures—every time.

Catalog Mailed on Request



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War Conditions Require Changing Plant Methods

by

JOSEPH MACHELL

Stecher-Traung Lithograph Corp.

(Before the NAPL War Conference)

FOR A great many years, we have encouraged standard methods of pressroom operation, the term "pressroom" including practically the entire plant because all of the finished results are in the pressroom. In the recent months of the war we have had to change conditions to meet the everyday problem because of substitution of materials and shortage of manpower. Therefore, if you have been standardizing your methods, it makes this problem a great deal easier. The following questions are very important.

First, has your supervising department kept up with present-day materials and labor? Are the supervisors capable of assuming a press job and proving themselves equally as capable in these operations as the men they are supervising? Do they have standard methods of makeready, handling of paper and control of the inks, varnishes and driers and their use? If so, their job should then be a much easier one.

Have you standardized your instructions for newly acquired help? Each time that you may employ a new man or woman, whether it be in the pressroom or finishing departments, do you have a set of operating rules so that each and every one of them understands his part of the operation from the start? You cannot do your own deciding these days when it comes to the type of help you may

be able to obtain. When employing boys and older men in the pressroom, we have endeavored to teach each one of them as fast as possible all of his duties. By so doing we have been able to use individual help more efficiently where ordinarily the newcomers would not have been very well trained for many weeks, which, as you know, is a very costly item in production these days. They are taught the oiling of a machine very carefully, how to wash up a machine and do the job in a very clean manner, how to maintain water buckets, sponges, rags, waste paper and all of the materials involved in the successful operation of an offset press.

We have been able to break men into feeder operators more quickly than usual because all pressmen have been instructed to teach them standard methods so that should we change a man from one machine to another he still receives the same kind of instructions. As we have lost a great number of our better press assistants for the duration, it has become necessary to replace them and the quicker they are trained the better for all concerned.

I WOULD like to discuss for a few minutes the press, itself. I might ask you how long since you have double checked the grippers in the machine to see that none of them are bent or are in bad condition? Do you know positively that all springs

are surely giving their best? Do you know that the bearings and the roller arms that open and shut the grippers are in perfect order? A great many times, I know that these things are very much neglected, until someday we get into register problems and we wonder why.

We have a standard method of checking all parts pertaining to the gripper shaft, including the gripper and springs themselves. This will save you many dollars, for you probably have had the experience of having a job go out of register during the running of the first color, but not being discovered until the second color was lithographed. As you know, this is a very costly error.

How long since you have checked your cylinders,—the bearings and side motion for wear? Have you taken all of the packing off the cylinders and measured the openings between the blanket and plate cylinders with the pressure on? Find out if your men haven't developed the idea of overpacking the cylinders simply because there might be a loose bearing which was not discovered. The rollers and the entire inker should be thoroughly checked every few weeks. Rollers are costly, and shut-downs just as costly, when often a few minutes of inspection time will prevent these things.

These precautions should not be done only during wartime, but should be standard practice in all pressrooms. But they are more vital now because of the labor problems and substitute materials that we are being asked to use.

We check the pressure between the cylinders very accurately every few weeks and all pressures are generally a standard operation. Allowances are made for certain inaccuracies in blankets, or the type of job or the paper being used, but nevertheless, we always know exactly the way each cylinder in the entire press is adjusted and the amount of packing placed on it.

Have you checked the press itself to see that it is level on the floor?

(Continued on Page 55)

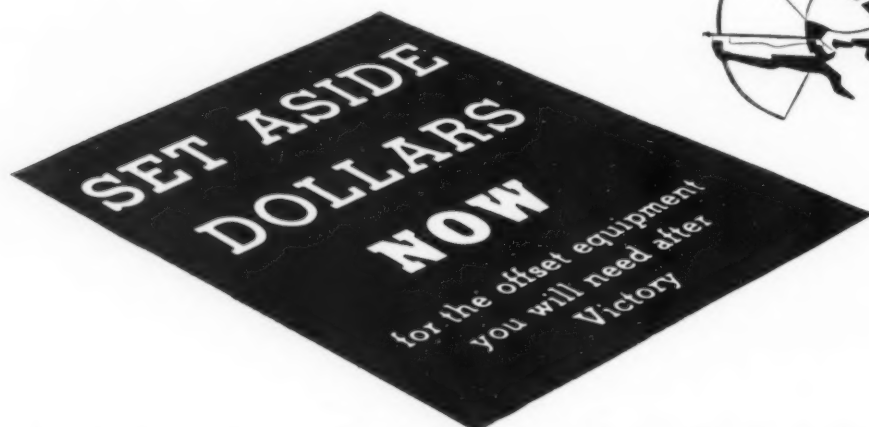
THERE'S A GREAT DAY COMING!

THE war has taught printing buyers the virtues of offset lithography. When the war is over, they'll expect and demand its flexible facilities from their usual printing source.

If it's a reprint job, they'll want it reproduced direct from the original. Fine-screen halftones will be required on antique or even embossed-finish papers. Two-color folders will be ordered with only artwork being furnished... neither plates nor tint blocks required.

Your customers will look to you for ALL of their printing requirements. And... if you plan for it now... you'll be able to meet this demand, because you'll have a well-balanced shop in which offset lithography joins hands with letterpress to serve your trade fully, economically, and profitably.

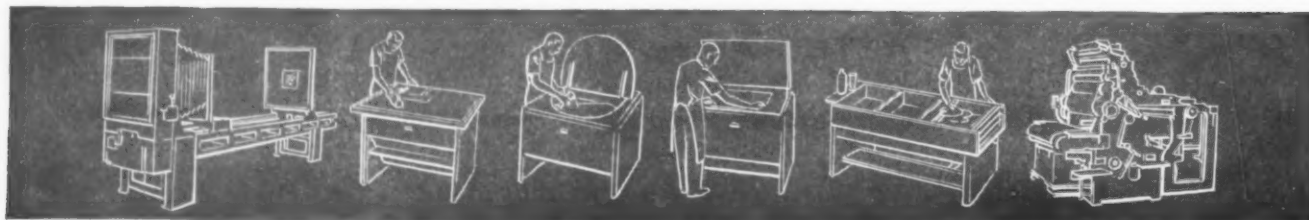
When the war is won and that great V-Day comes, ATF will have ready the right equipment for an offset department... complete from darkroom to pressroom. Your ATF Salesman can give you now full information, even to approximate costs.



AMERICAN TYPE FOUNDERS

Offset Division

200 Elmora Avenue, Elizabeth 3, New Jersey • Branches and Dealers in Principal Cities



Offset press operation

By THEODORE MAKARIUS

(The author is a well-known press authority, who is now with Fuchs & Lang Mfg. Co. From time to time he will discuss various problems of offset presswork in an informal manner, in the form of brief letters to a friend in the trade.—Ed.)

October, 1943

Dear Joe,

Since I last saw you many of the usual problems have kept me busy and as each one is of a different nature, it is quite an interesting study.

The different procedures used in getting to the bottom of these problems and also the causes and remedies become clearer when you see them in writing.

Do you remember the countless times that the press room and plate-making department heads would argue,—about the cause and who was to blame when a plate showed tinting at the start of a run? This tinting I refer to shows up immediately when making ready. The polished marks or portions of the plate that have been cleaned by the plate finisher, take ink and print. You will recall this common experience and how the pressman always had an alibi that he had just finished running a plate without any trouble or tinting.

Simply by changing to a new plate and not making any changes on the press, the new plate would show a tint everywhere that the grain was polished, in the process of cleaning and sometimes where the transfer

paper or film caused a slight stain to appear around the image. There always was doubt as to the cause of this and I can remember time and again taking the plate off the press and having it rolled up in black ink by hand, using only clean water instead of fountain solution and the plate would roll up perfectly clean. This proved that the plate itself was O. K.

The pressman on the other hand, had his doubts because he knew that his press was set properly and if the previous plate worked O. K. why shouldn't the next? Little did we know what was going on in our water fountains.

Well, Joe, something new has come into the picture since the old days and it sure is a relief to be able to get to the bottom of things of this sort.

By something new I mean pH control. Everytime this tinting occurs you can be sure that the pH of the water fountain has changed. In other words where acid was added to fountain water in the morning, by noon the pH changed so much, that regardless of the ink or amount of acid added, plates would tint. Of course Joe, this is not the only cause for plates, tinting, but this particular kind of tinting I refer to here is always caused when the fountain water becomes too alkaline. I also found that where a water fountain hasn't been thoroughly cleaned the night before, the acid in the water becomes neutral immediately when put into the foun-

tain. The slime and lint and stale gum which accumulate under the fountain roller, act very fast as an alkali and if left in the fountain long enough will neutralize the strongest acid.

One very good practice is to syphon the water from the fountain every two or three hours and replace with fresh solution. This can be done with a small piece of rubber hose while the press is running.

I believe this is the reason why so many men use too much acid habitually. You've seen pressmen use a milk bottle full of acid and wonder why it didn't spoil the plate, well the dirty fountain is the answer.

Can you imagine what would happen if for some reason the water fountain were cleaned and the same acid water were used or did you have that experience? I have seen a plate go sharp within 500 impressions and when it happened, the pressman couldn't believe that a plate could be spoiled that fast by anything he did on the press.

It is always the pressman's alibi that the plate was poorly made. I think that you will find that it is well worth the effort to keep the water fountain clean at all times and practice pH control, for this is surely a step toward eliminating guesswork. You'll hear from me from time to time.

Yours truly,

Ted

P.S. Do the men still have their bottles of secret dopes and cures around the presses? I had the pleasure of filling one of those bottles once Joe, when I was a tender, and believe me it sure worked magic.★★

Study Display Terminology

The problem of various terms used to describe point-of-purchase advertising material will be studied as part of the Point-of-Purchase Advertising Institute's postwar planning work, the institute has announced. The institute plans to gather opinion and ideas on the matter and attempt some improvement in terminology through distribution of a folder in which agreed upon definitions will be presented.



Picked for the job!

MODERN ARMY NURSE....*Miracle of Resourcefulness*

Every good nurse is not necessarily a good *army* nurse. A nurse in "the Service" must have high resistance to fatigue and disease . . . must be able to carry out orders to a "T" . . . but even more important must have remarkable resourcefulness for acting *on her own* in strange and dangerous circumstances. And she must have a cheerfulness that sets an example for fortitude.

To find such merits combined all in one nurse means examining, pre-testing, in-

vestigating with extraordinary care.

Adirondack Bond is "picked for the job" because it's watermarked 100% sulphite bond paper that can take it to perfection—printed, typed, or written.

INTERNATIONAL PAPER COMPANY



220 East 42nd St. New York, N. Y.
PAPERS FOR PRINTING AND CONVERTING

★ ★ ★ ★ BACK THE ATTACK WITH WAR BONDS ★ ★ ★ ★

THE WAY IT LOOKS IN



Washington

THE long awaited revision of L-241, governing the use of paper, is now reported "in circulation," which in WPB circles means it has been given to those who have the authority to approve or revise the finished article. It may be issued momentarily. Briefly, these features appear to be almost certain:

(1) Limitations on certain basic weights by uses. The purpose of this provision will be to stop the reported practice of switching from the now not manufactured 24 lb. weight bonds to equal weight ledger papers. WPB has, in recent comments, taken sharp issue with this practice;

(2) The complete elimination of provisions permitting ex-quota on paper used in printing for war plants unless by direct government contract. This provision will result in not only a scramble upon the part of those now engaged in this work, but of considerable uncertainty as to whether they will, under their first of next year quotas, have sufficient paper to continue this work. It is expected that those plants which have such contracts under this new provision, will be forced to file appeals to insure completion of existing contracts, and with the issuance of this order it will be to their interest to do so as quickly as possible. WPB is reported to know of numerous instances where the printing of advertising matter and other types of printing never anticipated under this provision, is being counted as ex quota by those plants furnishing this material to war contractors.

In connection with the elimination

of this provision and the substitution of the condition that only printing done under direct government contract shall be ex quota, there is considerable debate as to whether this is not similar to the recent Ordnance plant ruling of the War Department prohibiting employee house magazines, even though they were not produced at Government expense. This ruling aroused such a storm of protest that it has since been modified. (See ML, September, page 70.)

IN line with the above contemplated order, WPB, in advance of its issuance, evidently considered it wise to establish a definite appeal procedure and to clarify the grounds on which such appeals must be based to hope for approval. This was done by the issuance of a supplement to orders L-240, covering newspapers and L-244, covering magazines. The latter lists the following factors that will be given consideration: (1) Voluntary paper conservation accomplished during 1942 which reduced the publisher's base period usage. (2) Unusual seasonal variations in publishing schedules which require redistribution of quarterly quotas (WPB has not objected to this in the past); (3) Adjustments for magazines not in existence throughout 1942; (4) Issuance of new magazines in the first quarter of 1943 under the provision in Order L-244 (eliminated as of April 1) which exempted users of 25 tons of paper or less per quarter; (5) Temporary suspension of issuance during 1942 or the increased need for religious or instruction pub-

lications required by the armed forces. (It will be noted in the below comment on appeals already granted to 45 magazines that this last provision merely clarifies what has been set policy.)

The supplement to the Book Order, L-245 includes approximately the same grounds for appeal, including a provision for "occasional" publishers who do not use paper every year and who used none in 1942.

OPA Actions

STILL in the rumor stage is an order which would put printed products under classified price ceilings. It is believed that such classification would take the form of broad designations as "Books," "Commercial Printing," etc. Today, of course, businesses doing less than \$20,000 volume per year are exempt from Maximum Price Regulation 225 which covers printing. As to how long they will continue to enjoy this immunity is a matter of considerable speculation as to what OPA is contemplating doing.

One recent OPA move, which it is believed may be revised with the issuance of a new order, is the issuance of Regulations 450 and 451 governing increased prices for bond and book papers.

Under these provisions no increase in price may be made to compensate for the manufacturers' increased prices for rag and chemical content bond papers in the 16 lb. weight. The manufacturers have been granted an increase of 7½ per cent, and conversely the printer is told that despite Order L-120 forbidding the man-

When every

SECOND *counts!*



Mixing your own platemaking solutions has always been a time consuming and expensive operation. Now, with possible variations in the quality of raw materials coupled with shortages in experienced shop personnel, the results from shop made solutions can be uncertain and troublesome.

Pitman Prepared Platemaking Solutions conserve valuable time and critical materials. They are stabilized, ready-to-use solutions, rigidly controlled in every stage of manufacture. The finished

products are uniform, economical and, above all, dependable.

With these dependable materials at hand, your platemaker can devote his time and energy to the production of clean, durable plates with the utmost confidence in the final result.

Save time and money—supplement your platemaker's skill with Pitman Solutions and Processes. There is a Pitman Solution or Process for every platemaking need.

Harold M. **PITMAN** Company

LITHOGRAPHIC EQUIPMENT AND SUPPLY DIVISION

NORTH BERGEN, N. J.—1110 - 13th Street

CHICAGO, ILL.—51st Ave. and 33rd Street

ufacture of 20 lb. bond after September 1st, thus forcing him to use the 16 pound paper, he may not charge the same price for printed material furnished on this weight as he did for those on 20 lb. bond. This is a very recent OPA attorney ruling on this order, and while not yet officially released, is in effect to the extent that past actions will be subject to review.

Additional charges have been granted the manufacturers of lighter weight book papers where extra charges have always applied. The cost to the customer, however, may not be increased after printing. There is the provision, however, that either in the case of bond or book papers, where a hardship is worked, an appeal may be filed.

Salesmen's Commissions

UNDER a recent decision of the Treasury Department, salesmen's compensation, even though on a commission basis, is restricted to earnings for last year. This new control order is applicable under the provisions for controlling and stabilizing salaries. Commissions are curbed the same as bonuses and other additional compensation. It will be noted that although the rate of commission remains unchanged, a larger amount than paid last year may not be paid without Treasury approval. This action represents such a radical departure from American business methods that it is understood to have drawn a large number of protests. In explanation of its action, Treasury takes the attitude that any increase in salesman's compensation is in the nature of an increment from the war and not as a result of extra effort upon the part of the salesman.

Appeals can be filed, which, if they hope to be approved must conclusively show (1) A considerable portion of the increased earnings of the salesman as a result of a larger volume of business is the result of the business of new customers whose business was secured as a result of the salesman's efforts; (2) While some firms are buying in larger amounts, the increase in volume causes the salesman to give them considerably increased service with a heavier burden of work and

responsibility; (3) You may lose your customers to a competitor if the salesman does not contact them regularly and render them service in proportion to the volume of business they place through the salesman, and that the salesman is your sole contact with the customer.

Treasury, it is expected, may reverse itself on this ruling, but at present it is a part of the salary stabilization law. As a penalty for violation the Treasury may disallow, for purpose of taxes, the entire amount paid the salesman. Appeals should be filed with the local Salary Stabilization Office. In the meantime it is understood that the United Typothetae of America has assigned its governmental relations man to the subject, and that in collaboration with the Association Counsel, representations are being made to Treasury for a modification of this ruling.

Deliveries

EFFECTIVE October 11, delivery restrictions on wholesale and retail delivery by truck or common carrier, became effective throughout the United States. At present printing has not been classified as either a wholesale or retail function under the terms of this order, and is therefore covered by classification (13) under which is permitted only two weekly deliveries, either wholesale or retail. An effort is now being made by trade association representations to have the entire graphic arts process declared a "manufacturing operation" and therefore exempt from the provisions of the order. An exception to these delivery restrictions is provided in the case of unfinished products of printing, blue printing, electrotyping, stereotyping, mimeographing or other similar process, (this includes the delivery of proofs, copy, tracing) and it provides that when a truck is engaged exclusively in the transportation of these unfinished products, it may make three deliveries in any one calendar day.

Overtime and Doubletime

EXECUTIVE ORDER 9240 (work relating to the prosecution of the war), which covers war plant work,

government contracts, etc., has been changed. The following provisions are important: Doubletime is outlawed for Saturday, Sunday, holiday or other special work except on the seventh consecutive day. (An employee being absent on one day of the week due to sickness would not, even though he worked on Sunday be permitted to receive doubletime.) However, doubletime is compulsory for work on the seventh consecutive day of work. No more than time-and-a-half may be paid for hours worked in excess of 8 hours per day or 40 hours per week. However, time-and-a-half must be paid for all work after 40 hours per week where required under the Walsh-Healey, Bacon-Davis or the Wage-Hour act, even though the work is performed on the sixth day of the week. Time-and-a-half must also be paid for the sixth day of the workweek where an employment agreement requires it even though the total hours for the week are less than 40. The seventh day doubletime, however, supersedes all clauses in employment contracts. In view of the complications of this order, the full order should be carefully reviewed, particularly those provisions relating to determination of hours worked.

Greeting Cards

Greeting cards are apparently in for further hardship. Proposed new taxes announced October 4 include a 35 per cent tax on greeting cards (on the manufacturer). At this writing this tax is only a proposal, however. ★★

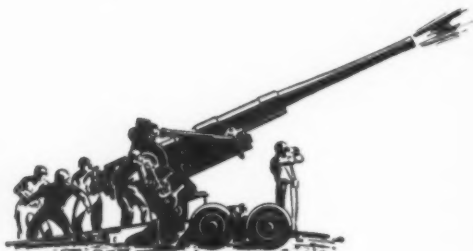
Corp. C. A. Feeley Dies

Corp. Charles A. Feeley, 25, former lithographic craftsman with Livermore & Knight Co., Providence, R. I., died recently from wounds received in the European battle area. Surviving are his parents, his wife, and an infant son.

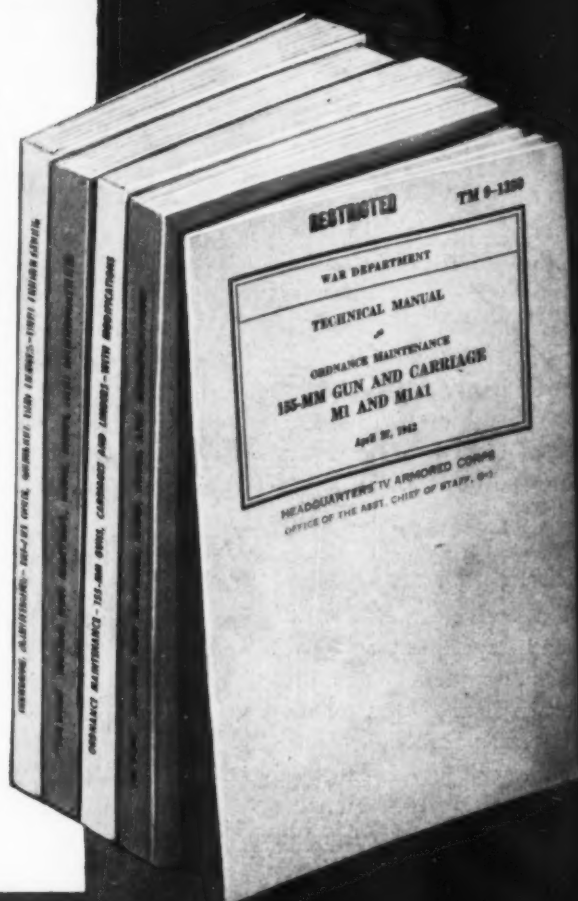
Schnapp, Ellicott Press, Dies

George J. Schnapp, associated with Ellicott Press, Buffalo, died recently at the age of 48. Mr. Schnapp was formerly connected with the old Courier Lithographing Co.

Manuals by the Million Keep 'em Firing



... another wartime job
for lithography



It's a mechanized war. The weapons of today are new . . . different . . . more intricate. John Doe—soldier—must be familiar with every working part as well as the use of these weapons. In order to keep materiel in fighting trim, he must know its proper care and maintenance.

That is where manuals and instruction books step in. Lithographed manuals, millions of them, tell by word and picture

how to operate, maintain and repair every type of war equipment in active use . . . from jeeps to 60-ton tanks; pistols to 16" guns; field glasses to anti-aircraft data computers.

Production of manuals is one of many jobs the Ordnance Department does. For example, the Raritan Arsenal feeds finished manuals and instruction books to distribution depots at the rate of more than 100,000,000 pages

a week. This is another of the contributions of photolithography to the war effort.

Du Pont Photolith Film aids in this work, fills an exacting need. It is orthochromatic, has high contrast, quick-drying qualities and a tough emulsion surface. Try Du Pont Photolith Film in your own shop. Ask for it by name. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Dept., Wilmington 98, Delaware.



PHOTOLITH FILM



BACK THE ATTACK
WITH WAR BONDS
INVEST IN VICTORY

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

Shop Talk

By I. H. Sayre

Technical Editor

PROBABLY the greatest shop extravagance in the past has been the abuse of rubber gloves, of which we once had a plentiful supply. A few can still be purchased, and to increase their useful life they must be given better care.

First they must be kept away from all solvents such as those used in platemaking. The surface of the gloves must be cleaned of oils, grease and other natural enemies of rubber. These agents in contact with rubber will cause it to swell out of shape, become tacky and soft and lose all of rubber's capacity to stretch and return to normal shape.

To make sure that no harmful material remains on the surface of the gloves, they should be washed thoroughly before being laid aside. Luke warm water is recommended with a good grade of soap which must be rinsed off completely. Give a final rinse with cold water and hang them up to dry. In a hanging position they will dry inside and out. If they are put away, they should be in a cool place out of the sunlight. If gloves are dried hurriedly on a hot surface, they will age prematurely.

Light weight rubber gloves should not be pulled off by the finger tips like leather or cloth gloves, but should be peeled off inside out. Dust

the inside of the gloves well with talcum each time they are removed. Hand perspiration clings to gloves and will tend to make inside walls tacky if moisture is not dried promptly. Then too, they are easier to put on and remove when powdered.

If possible keep two pairs of gloves available for use and wear each pair every other day. One pair worn continuously day after day will wear out much more quickly than if they are given a 24 hour rest period. For general lithographic work, gloves may be patched when they are torn, and used again.

Blue Lines on Acetate

Recently a new process, known as the Bassist Glue-Tone Process, has been developed for the production of blue lines on acetate and Vinylite. By the use of this method the image can be dyed black, either completely or selectively. (Detailed information may be had by writing to MODERN LITHOGRAPHY.)

An Improved Blue Print Coating

This coating must be applied thin and evenly with a soft bristle brush. It must be dried rapidly in front of a fan so that the moisture will not penetrate the paper too far thus producing a bluish background when the print is developed. The drying should be done in a dark room or

some place where actinic light will fall on the surface.

Water 48oz.
 Ferric Ammonium Citrate
 (green) 110 grains
 Ferri-cyanide of Potassium
 (Red Prussiate) 70 grains
 The same formula may be used for metal plates by using only 16 oz. of water instead of 48.

Reduced Toner Inks

Some time ago ink makers were forced by a government order to cut the toner content of inks. More generous toner content might well have been allowed on offset blacks but no such exception was made. Ink makers until recently have been able to supply satisfactorily toned inks from heavy stocks made up prior to the effective date of the order. Now the lightly toned inks are beginning to go into use and trouble is being encountered. Some users, however, seem to have discovered that there is no restriction on the purchase of alkali blue toner. This, at full strength, flushed in heavy varnish, and added to present black (8 per cent by weight) is reported to give a satisfactorily toned ink for use where inks with the new reduced toner content simply cannot be run. Reflex blue is also being used as added toner.★★

Mail Clinic Is October 15

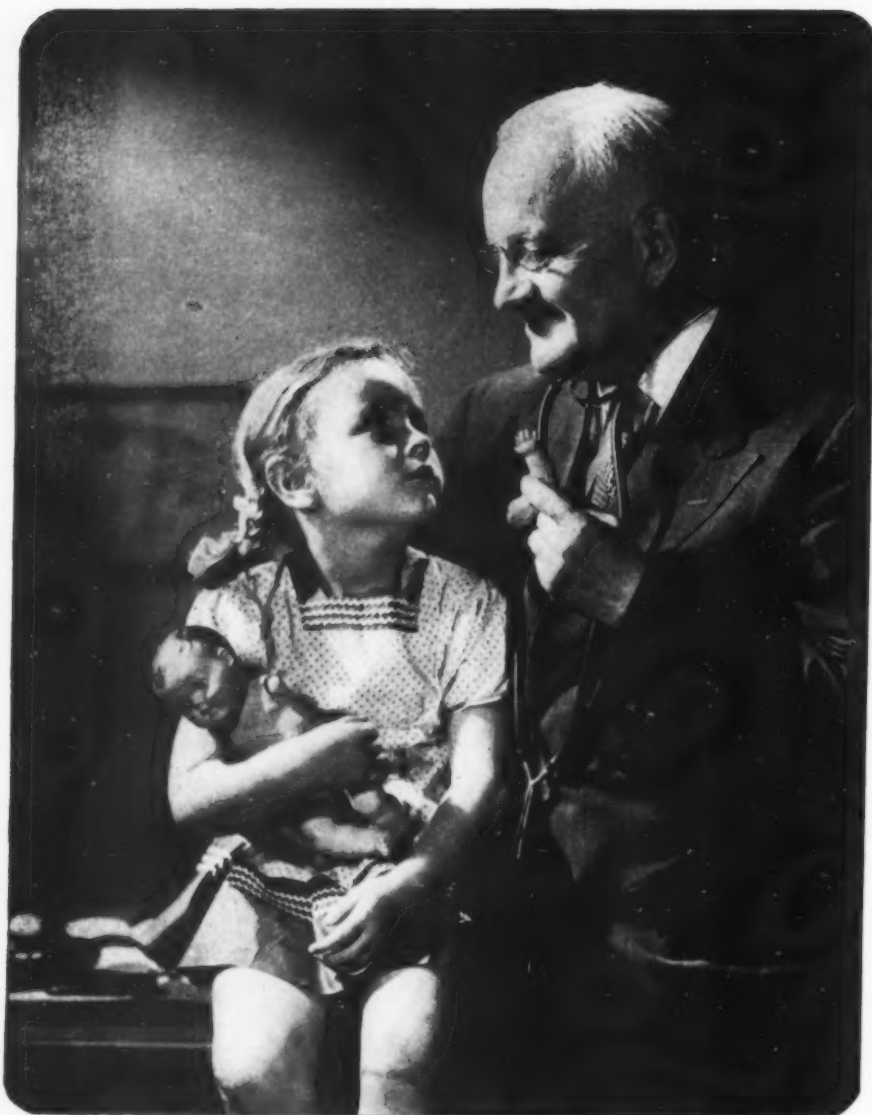
A one-day clinic built on the theme "What's Ahead in Direct Mail and Printed Promotion" is being held by the Direct Mail Advertising Association, and the Graphic Arts Victory Committee on Friday, October 15, at Hotel Roosevelt, New York.

Blattenberger Speaks

Raymond Blattenberger, president of Edward Stern & Co., and also president of the United Typothetae of America, was the principal speaker at the opening Fall dinner of the Graphic Arts Association of Baltimore, September 22.

Join Armed Forces

Milton H. Davis, Jr. of the Davis Printing Co., and Ralph Stahl, Penn Lithographing Co., both of Philadelphia, have recently joined the U. S. armed forces.



HERE'S HOW
WE TALK ABOUT YOU
TO YOUR CUSTOMERS

*The advertisement
on the left
is one of Rising's
business-building campaign
appearing in:*

TIME
BUSINESS WEEK
U. S. NEWS
ADVERTISING & SELLING
PRINTERS' INK
SALES MANAGEMENT
PURCHASING
THE REPORTER

When you want to know
GO TO AN EXPERT

It's LOGICAL, isn't it, to ask your printer's expert opinion when you want to know what brand of paper to use for your office letterheads?

We'll stand on his decision. We feel we can afford to, having for years supplied the experts in the business with fine papers for every printing purpose. He'll also tell you that the extra prestige of Rising quality doesn't cost you a penny more.

Among others: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). The Rising Paper Company, Housatonic, Mass.



ASK YOUR PRINTER—HE KNOWS PAPER

IN AND ABOUT THE TRADE

GAVC Elects Slate of Officers and Directors

AT THE first formal meeting of the newly incorporated Graphic Arts Victory Committee held in New York during September, the officers which were temporarily placed in office at the recent incorporation meeting were elected, and a board of directors was named.

The officers are: A. G. McCormick, Jr., McCormick-Armstrong Co., Wichita, president; Fred G. Rudge, Wm. E. Rudge's Sons, New York, first vice president; Herbert Kaufman, General Printing Ink Corp., New York, second vice president, Ernest F. Trotter, *Printing*, New York, secretary, and Harry A. Porter, Harris-Seybold-Potter Co., Cleveland, treasurer.

Besides the officers the board of directors includes: Bromwell Ault, International Printing Ink, New York; Thomas R. Jones, American Type Founders Sales Corp., Elizabeth, N. J.; Edson S. Dunbar, Crocker-McEwain Co., Holyoke, Mass.; Richard E. Messner, E. E. Brogle & Co.,

New York, and vice president of Direct Mail Advertising Association; J. Stewart Jamieson, Lincoln Engraving & Printing Corp., New York, also vice president New York Employing Printers Association; Peter Becker, Jr., Standard Press, Inc., Washington, D. C.; W. Arthur Cole, Photo Engravers Board of Trade of New York; Edward Mayer, Jr., James H. Gray, Inc., New York, and president of Mail Advertising Service Association; Harry L. Gage, Mergenthaler Linotype Co., Brooklyn, N. Y.; and R. Reid Vance, president of the Graphic Arts Trade Association Executives, Columbus, Ohio.

Henry Hoke continues as managing director of the committee, at 17 E. 42 St., New York; Hon. A. E. Giegengack, Public Printer continues as honorary chairman.

Another meeting of the board is scheduled for October 14 in New York, the day before the conference of the Direct Mail Advertising Association.

Name Lithographer Head of MASA Third Time

FOR THE first time in its history the Mail Advertising Service Association elected a president to a third term, and the man so honored is a lithographer—Edward N. Mayer, Jr., president of James Gray, Inc., New York. The MASA held its 23rd annual convention at Chicago, September 18 and 19, in the form of a "War Clinic", with a program dealing with wartime problems of production and government restrictions.

The complete panel of officers was re-elected. Besides Mr. Mayer they include Merrill C. Burgess, Minneapolis, vice president; Clarence Musselman, Allentown, Pa., treasurer;

and Miss Jeannette Robinson, Detroit, executive secretary. Mr. Mayer was first elected president in 1939, and was returned to office in 1942 and again this year.

The program included the following subjects and speakers: Price Ceilings and Wage Stabilization, Harry Goddess, Chicago MASA attorney; Impact of War on the Letter Business, Felix Tyroler, of the New York MASA; Is Our Industry Essential?, Mr. Mayer; Our Manufacturers and Suppliers, Bert Osborn, Syracuse; What the GAVC is Doing, Reid Vance, of GAVC, Columbus; How We Mailed Ration Book No. 3,

Huntly Geddes, R. L. Polk & Co.; Direct Mail Ties in With Uncle Sam, C. J. Duffy, Milwaukee; How to Induce Continued Promotion, Claude Grizzard, Jr., Atlanta; Direct Mail Overcomes War Plant Absenteeism, Carl G. Vienot, Boston; War and Peace-time Sales Opportunities, Dave Fleischer, St. Louis; and The Future of Offset in Direct Mail, Edward Ryan, E. G. Ryan & Co., Chicago.

In the latter talk, Mr. Ryan expressed an optimistic viewpoint of the probable expansion of offset lithography in direct mail work in the postwar period, and indicated that it would replace some letterpress volume.

Saunders Addresses Canadians

Maurice Saunders, chairman of the board, of the Lithographers National Association was the banquet speaker at the Wartime Conference of the Canadian Lithographers' Association, held September 17, 18 and 19 at the Seignior Club, Montebello, Quebec. Mr. Saunders gave an informal talk to the representatives of the Canadian industry attending this highlight feature of the program.

The business program of the conference indicated that trade problems in the Dominion are virtually identical with those in the U. S.

GPO to Bid Fewer Jobs

Fewer contracts will be open for bids and more will be placed by negotiated contract in the future, Hon. A. E. Giegengack, U. S. Public Printer, told the New York Printing House Craftsmen, September 17. Explaining GPO contracts, the speaker said that because of the time element involved, and because the GPO had an accurate picture of costs, based on its own operation, and on thousands of previously bid jobs, the negotiated method seemed advisable.



**KEEP AWAY
FROM THAT
STOP BUTTON**

STOP

JOG

REVERSE

Every time you stop a press, you are cutting production. Every minute lost from making perfect impressions is waste.

Many press stops due to dirty plates and poor results can be traced directly to the use of rollers that are out-of-round, imperfectly surfaced, or pitted.

Rollers should be checked frequently, and if they are not giving clean, thorough coverage, they should be replaced immediately with new Bingham Rollers. New rollers permit higher running speed, give better quality, and reduce STOPS for wash-up to a minimum.

Order the rollers you prefer—Bingham's **SAMSON** (Vulcanized Oil) Offset Rollers or Bingham **LITHO-PRINT** (Rubber) Offset Rollers. There is a Bingham factory convenient to you.

SAM'L BINGHAM'S SON MFG. CO.

Roller Makers Since 1847

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO

Atlanta
Cleveland
Dallas

Des Moines
Detroit
Houston

Indianapolis
Kalamazoo
Kansas City

Minneapolis
Nashville
Oklahoma City

Pittsburgh
St. Louis
Springfield, O.

N. Y. Club to Hear Color Talk

"Application of Color in Industry" is the subject to be demonstrated and discussed at the October 27 meeting of the New York Litho Club by Arthur S. Allen, color and packaging consultant. Mr. Allen will present a number of demonstrations and will discuss the Munsell system of color. The meeting will be held at the Building Trades Club, 2 Park Avenue.

At the September 24 meeting of the New York Club the entire supply outlook was presented by a panel of six speakers drawn from various parts of the New York supply trade. The general subjects and speakers included: plates, Earl Nelson, Aluminum Co. of America; ink, Dwight Monaco, International Printing Ink; paper, Allen Horton, W. C. Hamilton & Sons; chemicals, J. Kelt, Mallinkrodt Chemical Co.; blankets and rollers, J. Lewis, Vulcan Proofing Co.; and film, William Falkner, Eastman Kodak Co. Following a summary in each field by each speaker the meeting was thrown open for a round table discussion.

This was the first meeting of the Litho Club in the fall season.

Chicago Club Meets October 28

The Lithographers Club of Chicago, continuing its series of programs on "What's Ahead," will devote its Oct. 28 meeting to consideration of ink, rollers, presses and paper, according to an announcement by Charles Listing, of American Bank Note Co., chairman of the Club's Educational Committee. Industry leaders who will speak include Wm. Guy Martin, vice president Harris-Seybold-Potter Co.; W. F. Talbot, research director, General Printing Ink Corp.; Reuben Swan, western sales manager, Champion Paper & Fiber Co., and E. C. Davis, vice president, Ideal Roller Co.

The postwar reconstruction period, Mr. Listing said, will bring amazing technological developments in every field, including lithography. During the current season the Chicago Club will endeavor to keep its members posted on what to expect and from the discussions at the October meeting, it is anticipated that there will emerge a composite picture of the fu-

ture as may affect the four principal factors in the litho trade.

Walling Now a Major



William Henry Walling, (above) vice president and treasurer of Rogers-Kellogg-Stillson, Inc., New York lithographers, has been commissioned a major in the Army Air Forces. Major Walling has been granted a leave of absence by the company, and has been assigned to active duty overseas. He has been with the firm since 1920.

Makarius to Talk at Phila.

Theodore Makarius of Fuchs and Lang Mfg. Co., will be the speaker at the October 25 meeting of the Philadelphia Litho Club. The meeting which is scheduled for 6:30 p.m. is to be held at the Stephen Girard Hotel, 2027 Chestnut St. Mr. Makarius has made a number of appearances in recent years at various litho clubs, speaking on presswork, and is a contributor on this subject to MODERN LITHOGRAPHY.

At the September 27 meeting of the Philadelphia Club, "Books by Offset" were discussed by George M. Goldsmith, managing editor of *The National Lithographer*, who based his talk on the recent collection of offset books displayed by the American Institute of Graphic Arts. Mr. Goldsmith discussed the books from the standpoint of their significance as a future market for the industry. The meeting was held at the hotel mentioned above, which is to be the club's regular meeting place this season.

Offset Miniature Newspapers

A miniature offset reproduction of a local newspaper for sending to men in the overseas services has been introduced by the Jordan Marsh department store in Boston, and the idea is being well received by the store's customers. Once each week a copy of the Boston Herald is reproduced on 13 lb. stock in a page size approximately 7 x 10" and copies are given away to customers who wish to send them to the men overseas. A special mailing envelope is also furnished for enclosing the miniature papers. The job is offset by Spaulding-Moss Co. from line negatives, and although in a greatly reduced size, the type is sharp and legible.

Glover Addresses Clubs

Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J., newly elected president of the International Association of Printing House Craftsmen is currently addressing several local Craftsmen's Clubs in the East. On September 17 he spoke at the Boston club, discussing the outlook for both letterpress and lithography and predicting great advancement in both in the postwar period. About 65 attended including a number of lithographic craftsmen.

Mr. Glover addressed the Pittsburgh club on September 27, covering the same subject. He is scheduled to speak at the meeting of the Baltimore club on November 9.

Charles Peterson Dies

Charles S. Peterson, vice president of the Inland Press, Chicago litho concern, and former city treasurer of Chicago, died Sept. 7. Coming from his native Sweden, Mr. Peterson became identified with the printing industry in Chicago soon after arriving there in 1887. At one time he was part owner of the Regan Printing House, one of the largest printing plants west of New York. For the past nine years he had been associated with Carl Dunnigan in Inland Press. He was a vice president of Chicago's Century of Progress Exposition in 1933-34.



Masterline

PAPERS FOR BUSINESS

*Permanence, Character, Beauty
in these All-Rag and Rag-Content Papers*

ANNIVERSARY BOND
SINCERITY BOND OLD BADGER BOND
ENGLISH BOND NEW ERA BOND
MASTERLINE OPAQUE BOND
RIGHT OF WAY BOND DICTATION BOND



LEDGERS
UNION SKINS
MANUSCRIPT COVER



*The Right Paper for the Job
is a Masterline Paper*

FOX RIVER PAPER CORPORATION
APPLETON WISCONSIN

Boston Firms Move

The building at 160 Washington St., North, was recently sold for occupancy to a war industry, and two lithographic firms formerly located there have now moved to new locations.

Tichnor Bros., Inc. has purchased a three-story building at 1249 Boylston St. and Arthur Tichnor, company executive, stated that the firm expects to be located there by October 15, following modernization of the building. Recording & Statistical Corp., another lithographer located at the Washington street address set a record during August when its entire plant was moved to 183 Essex St. in three days.

Joins LNA Staff

Edward D. Morris joined the staff of the Lithographers National Association during August, filling the vacancy caused by the resignation a year ago of Stanley C. White to accept a lieutenant's commission in the U. S. Navy. Mr. Morris was formerly with the John Bornman & Son Co. of Detroit, and brings with him 15 years of management experience in the graphic arts.

Col. Howard Donates Yearling

Col. Maxwell Howard, Ohio paper manufacturer and owner of the race horse Stagehand, leading money winner in 1938, donated a yearling colt which served as the prize in a recent war bond auction at Rockville Centre, L. I. The yearling, by Stagehand out of the good Bradley mare Authora Naylor, went to the winner of a drawing in which the purchasers of \$333,000 worth of war bonds participated. News reports state that a somewhat surprised brush manufacturer, Charles W. Gerndt, of Rockville Centre, was the winner and that he did not know just what he would do with the colt. The obvious thing, of course, would be to race him.

Col. Howard's various Ohio paper mill properties include Howard Paper Co., Urbana, Maxwell Paper Co., Franklin, and Dayton Envelope Co. and Aetna Paper Co. in Dayton. The

Red Cross Asks Calendar Makers' Aid for 1944

March, 1944, has been designated as Red Cross Month, and the American Red Cross has appealed to lithographers and printers, as well as to advertisers and all others who publish calendars, to indicate this on 1944 calendars.

In a letter to W. Floyd Maxwell, secretary of the Lithographers National Association, a Red Cross official writes, "In order to secure the country's full support, we must avail ourselves of every existing means of public enlightenment. Therefore, we are particularly anxious that companies who bring out calendars print an appeal on the page for March, the month that the President of the United States has designated as Red Cross Month.

colonel has been an enthusiastic owner of thorough-breds for several years and has had considerable success in this field. Stagehand has been his best horse to date, having won the Santa Anita Handicap and the Santa Anita Derby in his three year old year. Stagehand, trained by the famous ex-jockey, Earl Sande, went wrong just before the Kentucky Derby and missed his chance to try for that prize. He was brought back in Florida a year later but was cut down in a race and was then retired to the stud at Runnymede Farm near Lexington, Ky. Besides having been a top race horse, Stagehand enjoys the distinction of being exceptionally well bred, being a son of the famous sire Sickle and out of Fair Play's best daughter, Stagecraft, Fair Play having sired the great Man O'War among others. With this background he should have an excellent chance of duplicating his track achievements in the stud. From this it is indicated that the brush manufacturer may have gotten some considerably added value when he helped to buy bonds to the tune of \$333,000.

Chicago Firms Move

Huron Press, Inc., Chicago offset plant, will move early in November to 700 W. Lake St., from quarters occupied the past eight years at 517 S. Wells St., the transfer being necessary because the latter site has been condemned to permit construction of a subway terminal plaza. Other tenants of the Wells street building, also affected, include Marquette Paper Co., Blunden-Lyon Paper Co., Copy Papers, Inc., and the Duplicator Co., all four of whom will likewise move to the 700 W. Lake St. building which was purchased by Marquette Paper Co.

George J. Geis, who with Norman B. Jacobson, operates Huron Press, stated that more space will be available at the Lake St. location and plans are being made to expand facilities when equipment is available.

Illinois Group Offers Courses

Chicago lithographers looking for "ready made" estimators, have been given opportunity to have employees trained to order in a new evening study course in offset printing and estimating which is being presented this fall by the Graphic Arts Association of Illinois, Inc. Starting Sept. 30, a series of eighteen sessions has been arranged at the Association's headquarters, with Arthur A. Stuebe, of Cuneo Press, as instructor. Lectures, demonstrations, drills in estimating actual jobs taken from local litho plants, and a tour of an offset plant are included in the course.

Exhibit Opens November 1

The Ninth Annual Exhibition of Printing of New York Employing Printers Association, designed to show how commercial printing is serving as a "Task Force on ALL Fronts," will be held at the Commodore Hotel, November 1-3.

NYPLA Meets October 14

The New York Photo-Lithographers Association will meet Thursday October 14 at the Building Trades Club to hear J. Kromberg, CPA, talk on cost control, and to discuss black and white combination runs.

BEWARE of ETCH POISONING

IMPERIAL
Fountain Solution
is
NON-POISONING

WE CHALLENGE
ANY ETCH TO
EQUAL
ITS PERFORMANCE

**Imperial Fountain Solution Concentrate Is
the Recognized Standard of Comparison.**

14 YEARS

**of Majority Pressman Preference in the
U.S.A. and Canada Attests Its Unequaled
Satisfactory Performance.**

**For Non-Poisonous Plate Etch Use
Lith-Vilo Plate Etch or Dr. Zuber Etch Salt.**

Litho Chemical & Supply Co., Inc.

63 Park Row New York 7, N. Y.

Creators and Manufacturers of

Champion Albumin
B.P.B. Ready to use Sensitizer
Jiffy Developing Ink
Jiffy Heavy (Deep Etch) Developing Ink
Transol Developing Ink
Lith Vilo (Non Poison) Plate Etch
Dr. Hans Zuber Etch Salts

Imperial Fountain Solution
Fountex, Fountain Solution
Solio, Self Gumming base for use in
fountain solutions
Non Souring Pure Gum Solution
Sav-a-lac Plate Intensifier (Purple)
Griplite, a "stop walk" plate intensifier
Dumore Asphaltum Plate Wash-out
solution

Liquid Tusche
Black Opaque "GRAPH"
Red Opaque "VELVO"
White Opaque "SWAN"
Negative Stains, red and black
Staging Solution
Firpintine, Turpintine Substitute

Lithographed Fibreboard Toys Replace Metal



EINSON-FREEMAN CO., Long Island City, N. Y., has announced a new line of lithographed fibreboard toys, designed to replace many of the metal mechanical toys which are unobtainable. The new line includes toy planes, tanks, jeeps, artillery, and soldiers (above, left); another group of civilian vehicles such as fire

trucks, express vans and station wagons, (not shown); and a "Flying Training Cockpit" (above right). The cockpit has a three dimensional instrument panel with movable parts, and is accompanied by a 24 page instruction book "How to Fly", with illustrations on the use of the plane controls.

Litho Club to Hear Makarius

Theodore Makarius, of Fuchs and Lang Mfg. Co., is to be the speaker at the meeting of the Baltimore Litho Club, scheduled for Monday October 18 at the Emerson Hotel. Mr. Makarius has had many years experience in lithographic pressrooms, and is a contributor to *Modern Lithography*.

At the first meeting of the fall season, held at the Emerson Hotel September 20, J. Albert Caldwell, Young & Selden Co., was nominated for re-election as the club's president. Others named by the nominating committee were Edwin A. Steinwedel, Crown Cork & Seal Co., vice president; Kenneth O. Bitner, secretary; and Albert H. Momberger, Maryland Litho Co., treasurer. All are up for re-election except for the secretary's post which has been vacant since T. King Smith went into the armed forces several months ago.

Directors nominated include: E.

W. Parker, past president; William Garten; Otto Molz; Fred W. Green; Lloyd Bowden; George E. Frank; Henry P. Baitz; Herman J. Engel; Warner D. Heim, Jr.; and William C. Schroder.

Miehle Gets Fourth Award

The Miehle Printing Press & Mfg. Co., Chicago, was one of eight of the nation's war plants to qualify for the four-star renewal of the Army-Navy "E" award. It was announced September 9. These eight firms are the only ones to be honored with the fourth award to date.

Chicago Club Discusses Copy

The Chicago Club of Printing House Craftsmen opened the fall season Sept. 21 with a talk by Roy Knipschild, sales manager of the Vogue-Wright Studios on the characteristics of good copy. "Good reproduction requires good copy," was Mr.

Knipschild's contention. He pointed out how poor copy affects every production operation and also discussed the ideal copy from type, line work, photographs, color copy, kodachromes and oils, as required by letterpress, offset and gravure.

Howard Honors Employees

Howard Paper Co., Urbana, Ohio, used a full page in a recent issue of the local newspaper to pay public tribute to its employees in the armed forces and to those in the mill making products useful in the war effort. The advertisement prominently displayed the names of those in service. W. R. Howard, vice president of the company, advises that similar advertisements, sponsored by the Franklin and Dayton mills were used in their city papers. The other Howard mills include Maxwell Paper Co., Aetna Paper Co. and Dayton Envelope Co.

Study Training Program

About 60 lithographers, representative of the trade in the New York metropolitan area, met September 28 at the Commodore Hotel and took further steps toward the setting up of a program in this area for training lithographic craftsmen. Arrangements were made for the appointment of a continuing committee to study the problem and a definite course of action is to be announced soon. W. Floyd Maxwell, executive secretary of the Lithographers National Association, presided.

Whidden's Son Dies in Crash

R. G. Whidden, son of R. A. Whidden, president of Rand Avery-Gordon Taylor, Inc., Boston, was killed recently when an Army Air Transport Command plane crashed in New Hampshire. He was serving as an instructor.

Chicago GPO Moves

The Chicago warehouse of the United States Government Printing Office is now located at 600-630 W. 11st St., where it was moved to acquire more space. A. G. Harney is the new manager in charge.



These Mallinckrodt **TESTS** **HELP YOUR WORK**

Did you ever stop to think just what controlled chemical uniformity and purity means to you in your work? The saving of time in mixing? The freedom from delays and making plates over? The ease of mind that dependable solutions give you?

To assure you chemicals that pour readily and dissolve quickly into uniform, dependable solutions, Mallinckrodt chemists make tests at every important stage of the manufacture. Then the laboratory makes a final test of each lot before it is packed.

For chemicals especially adopted for Lithographic use, specify Mallinckrodt.

MALLINCKRODT CHEMICAL WORKS

MALLINCKRODT ST.—ST. LOUIS, (7) MO.

74 GOLD ST.—NEW YORK, (8) N. Y.

CHICAGO
LOS ANGELES

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MONTREAL



Your Stake in Synthetic Rubber

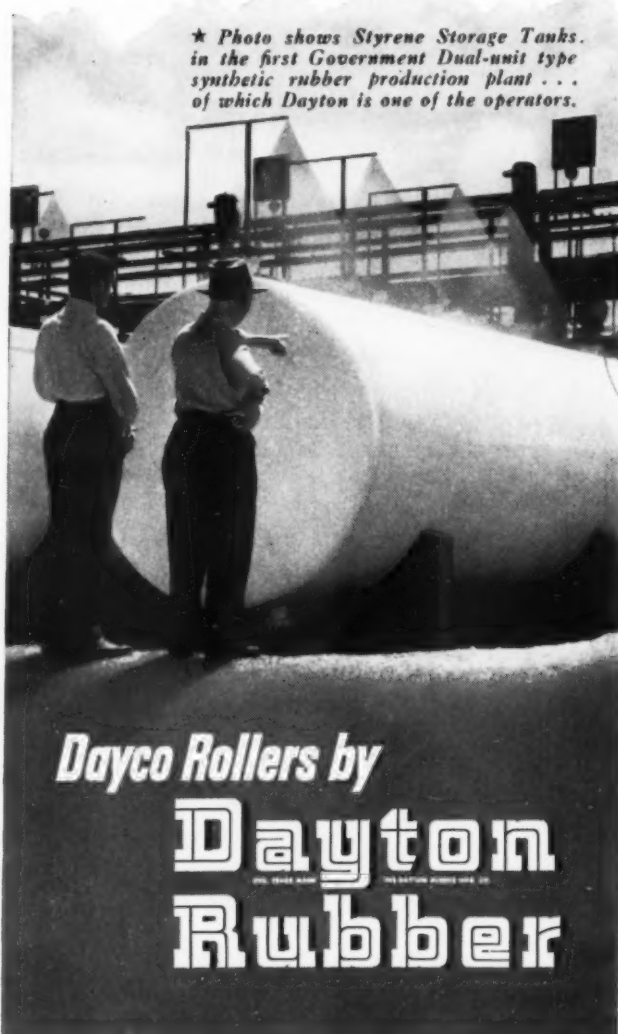
For 9 years Dayton has been a leader in synthetic rubber development—thanks in no small part to the forward-looking cooperation of the printing and lithographic industry.

When, way back in 1934, Dayco Printing Rollers with a renewable surface of synthetic rubber were introduced—you helped Dayton prove their durability and performance on the presses of America.

Your encouragement helped make it possible for Dayton—long before Pearl Harbor—to design, locate and build a plant for the production of synthetic rubber products.

Now that Dayton has hundreds of workers trained and experienced in all types of synthetic rubbers—our background of technical excellence in the manufacture of natural and synthetic rubber products becomes more than ever valuable to you—the printers and lithographers of America.

THE DAYTON RUBBER MFG. CO., DAYTON 1, OHIO



★ Photo shows Styrene Storage Tanks in the first Government Dual-unit type synthetic rubber production plant . . . of which Dayton is one of the operators.

Dayco Rollers by

Dayton
Rubber

MODERN LITHOGRAPHY

"Lady Lithographer" Addresses House Editors

THE National Safety Congress in Chicago early in October, brought into the limelight a "Lady Lithographer" — Miss Alice Plough, who participated in a clinical discussion of employee publication editors, and told of her experiences in production of house magazines as a partner in the business of University Lithoprinters, Ypsilanti, Mich.

Miss Plough blamed on offset lithographers themselves the fact that house magazine editors do not know more about offset. The process is not "new," she said, pointing out that numerous national magazines utilize it.

Some large color lithographers, she charged do not want to bother with small black and white orders, while the small litho printers have been unwilling to attempt house magazine production through lack of familiarity with the problems involved. The present difficulty of obtaining electros and engravings, has, however, turned the eyes of long established printing buyers to the use of offset for the first time, she asserted.

Miss Plough became associated with University Lithoprinters in 1940, she said, after ten years of experience as secretary-treasurer of another offset concern specializing in book work. Her new associates were producing high school annuals, she explained, and continued:

"It was with fear and trembling that we accepted our first house magazine. Yes, we had actually refused that kind of business in the past. But we soon found that the methods which worked successfully in production of annuals, some of which must be completed at breakneck speed, also worked well with house magazines."

Lithographers, Miss Plough told her audience of editors, have a tendency to set estimates high on unknown or loosely stated specifications. She explained her own company's services, including assistance in preparation of the dummy, suggestions for inclusion and attractive ar-

rangement of a maximum number of photographs, suitable type for a given page size, and other details. Also discussed was the justifying Varityper, and the new electromatic print face typewriter, with comparisons of other copy preparation means. Comparisons were likewise made between offset costs and production time and that for other processes, and a few moments were devoted to discussion of war restrictions on offset paper, etc.

Miss Plough, who in private life is Mrs. A. Lemen, uses offset to sell by mail the prize blooded sheep, she and her husband raise on their farm, she told *Modern Lithography*, this feat being accomplished by use of well illustrated catalogs, that are widely circulated. Safety Congress officials said they had selected her to represent offset in the production clinic because the house organ produced by University Lithoprinters for Federal-Mogul Corp. of Detroit, was "the finest they had ever seen."

Miss Plough's three other partners in the Ypsilanti offset plant are men, but she makes the claim that University Lithoprinters "have a higher percentage of women employees than almost any other offset concern."

Photography, platemaking, stripping, laying out and all bindery operations are handled by women, she stated, adding, "We lack a woman Harris press operator and a grainer operator and so far none of our girls has done negative developing, although several of them have their eyes on those jobs now."

Litho Firm Honors Employees

Stecher-Traung Lithograph Corp., Rochester, N. Y., honored 130 of its employees September 22, for their record of service with the company. Ceremonies were held in the pressroom of the plant under the sponsorship of the Silver and Gold Club, composed of veteran employees. Those honored had served the firm for from 25 to 50 years. Francis E.

Pigott, club head and company sales promotion manager, awarded pins to the 25-year record holders, and Leslie Jackson, Stecher-Traung president made the awards to those who had served 50 years.

A similar ceremony is planned for the company's San Francisco plant, at which time Louis Traung, chairman of the board and also president of the Lithographers National Association, will receive a diamond pin from the Rochester plant, marking his 55 years with the firm.

New York to Fete Glover

Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J., and newly elected president of the International Association of Printing House Craftsmen, is to be honored by a testimonial dinner in New York, Friday, November 12. The dinner will be jointly sponsored by the New York Litho Club, and the New York Club of Printing House Craftsmen. Representing the Litho Club on the committee making the arrangements are William Carey, of the Sweeney company; Alfred Rossotti, of Rossotti Lithographing Co.; and Walton Sullivan, of Tooker Litho Co. The place of the dinner is to be announced later through the club's regular channels.

First Rag Paper Mill Gets "E"

Neenah Paper Co., Neenah, Wis., which received the Army-Navy "E" award for war production, as reported here last month, was the first rag paper mill in the country to receive this award. The ceremony was held September 25 in the firm's finishing room, where high Army and Navy officials and executives and employees of the company took part. D. K. Brown, Neenah president, accepted the award for the company, and Leo O. Schubart, secretary-treasurer, was master of ceremonies.

Young Lithogs to Meet

The opening meeting of the fall season of the Young Lithographers of New York is scheduled for Wednesday October 13 at the Building Trades Club. The dinner meeting is planned for 6:30 p.m.

Be Not the Last to Lay the Old Aside

This paraphrase of Shakespeare holds sound advice for those lithographers who still cling to the old time-wasting method of sewing their roller coverings. AQUATEX and DAMPA-BASE are the modern materials that will make life easier for you. These modern seamless

covers will save time, improve quality and increase press production. With these you can re-cover a dampening roller in less than three minutes.

Don't be the last to lay the old aside. Get the facts today.

*Pull On
Like a Stocking*



*Fit
Like a Glove*

"JUST ANOTHER WAY TO MAKE THINGS EASIER"

GODFREY ROLLER COMPANY

Sole Manufacturing Agents



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Philadelphia, Pa.

WILLIAM P. SQUIBB, President
Roller makers for 78 years. Lithographic — composition
— newspaper — varnish — lacquering — every kind of
good roller required for good printing and lithographing.

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

**WE SPECIALIZE IN
SMALL PLATES**

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ALUMINUM PLATES
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EXCLUSIVE MANUFACTURERS OF PREPARED PLATES
37-43 Box Street-Brooklyn, N.Y.

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NEW EQUIPMENT AND BULLETINS

ATF Announces Buying Plan

A plan for the post-war delivery of ATF offset presses, known as the Civilian Priority Delivery Assignment Agreement, has been announced by American Type Founders, Elizabeth, N. J. Under the plan, ATF promises to deliver the particular press, when manufactured and ready for delivery, and the buyer acquires the right to purchase the press in a prescribed order. Application forms for the priority plan were mailed to approximately 40,000 names October 1, together with a resume of the plan. These forms are also available from the firm's offices.

ATF officials point out that by anticipating the heavy demand for presses after the war, and the need for new equipment to replace that worn out in war work, the ATF plan provides a method whereby the first new machines to be manufactured will be made available to those who need them, and can anticipate their needs now. By ascertaining the probable demand for new presses immediately after the war, the company will be enabled to schedule its production farther ahead and can, therefore, get under way that much faster. Knowing what the probable demand will be for presses of a certain kind and size will also enable the company to concentrate on those machines that are needed first, according to the company's statement.

Issue L-120 List

American Writing Paper Corp. manufacturers of Eagle-A Papers, has recently issued a Stock and Packing list to conform with the newly revised WPB Limitation Order L-120. The list contains information indicating changes that have taken place in grades and weights of fine paper. A feature of the list is the blocking out, with red dots, of items not being manufactured due to gov-

ernment restrictions. Copies of the list can be obtained by writing to the General Offices in Holyoke, Mass.

Issue Offset Ink Booklet

The Fuchs & Lang Mfg. Co., division of General Printing Ink Corp., has issued a Standard Colors booklet



containing a collection of 25 standard offset inks. It is lithographed on both offset and coated offset stocks. Each ink specimen shows screen values, solids, and reverses. A copy of this book can be obtained by writing to the company at 100 Sixth Avenue, New York.

Bryant Launches Campaign

A coordinated advertising and merchandising campaign of the Bryant Paper Co., is now under way, as the second phase of a long-range planning program undertaken by the company. The first phase was the preparation of the mill for quality production, according to a company statement, and the second phase is the preparation of markets for quicker recognition of Bryant products.

Several years ago a program of modernization of equipment and methods was begun at the Bryant mill, and the most modern paper-making equipment was installed. Al-

though the program could not be completed because of the war, it is to be resumed as soon as the war ends.

Bryant's advertising campaign, which includes insertions in the trade press, is under the direction of M. J. Grandbois, who has been associated for several years with the book paper industry.

"Today," reports Allen B. Milham, president of the Bryant company, "we are looking to the time when hostilities will cease and the market swings back to its traditional buyers phase. With the mill in excellent condition for all kinds of coated and uncoated book paper production, we are preparing for the time when there will be no restrictions of production and sales activities will be intensified. Advertising—so that all potential buyers will be well acquainted with the mill and its products—is an important part of that program."

Issue Job Analysis List

A Job Analysis List, planned to help business executives in developing a well-coordinated marketing program, has been issued by Cowan & Dengler, New York advertising agency. The brochure covers a number of subjects of interest to lithographers, including research, public relations, direct mail, and point-of-sale display material. The agency is located at 527 Fifth Ave., New York.

Warren Summarizes L-120

A pocket-size booklet describing the new basic weights for various classes of paper under the September 1 revision of WPB Order L-120, has just been distributed by the S. D. Warren Paper Co., Boston. Included is a discussion of the "future expectations and it is stated "All signs indicate that the pulp situation will get worse before it can be improved."

SOME

HANCO PRODUCTS

DEEP-ETCH DEVELOPING INK
ALBUMEN DEVELOPING INK
BLACK OPAQUE (BEECHEM'S)
DEEP-ETCH LACQUER

PLASAVAR—for bringing back weak images and often salvaging plates which are considered "blind."

IMHOLD—a slow drying lacquer which increases plate life.

PRESERVED GUM SOLUTION — non-souring and ready-to-use.

WETTING AGENT—used in etches, developers, gum solutions and in the fountain to "wet" plate with less water.

DAMPENER WASH—a neutral cleaning agent for dampeners.

HANCOLITE—for removing gum streaks and dried ink on plates and glaze from blankets and rollers.

BLANKET WASH—for hardening tacky blankets to aid in running enamel and linty stocks.

O-33 and 33 INK CONDITIONERS—marvelous, non-greasing reducers for Offset and Letterpress inks.

FOUNTAIN SOLUTION—a proven and tested fountain concentrate.

SUPRA FOUNTAIN SOLUTION—an excellent working solution containing no bichromate or chromic acid.

PLATE ETCH — contains no bichromate or chromic acid so is absolutely safe to use as an etch and for gumming-up plate.

BLANKLO — for removing indentations in blankets.

HANCOHOLD—a popular lacquer used over gum giving plate longer life.

WATER-REPELLENT HAND CREAM—aids in the removal of ink from workers' hands and helps prevent dermatitis.

STRIPPING SOLUTION—a non-souring, very adhesive solution.

DEEP ETCH SOLUTIONS

SURFACE COATING SOLUTION—an inexpensive ready-mixed plate coating to replace egg albumen.

THE A. E. HANDSCHY CO.

538 S. CLARK STREET
CHICAGO 5, ILL.

Manufacturer of Fine Letterpress and Offset
Inks and Supplies

LOOKING FOR
A QUALITY OFFSET?



ADENA HALFTONE
Offset

★ Midway between enamel and offset, Adena Halftone offers you all the advantages of both!

★ Won't shrink, strain, stretch or curl. Dull or gloss.



Save money by shipping via
Miami Valley Shippers' Assn.

Greeting Card Papeterie

Embossed and Decorated

BUY WAR BONDS

CHILLICOTHE
A BUY-WORD
FOR HIGH-GRADE **PAPERS**



THE CHILLICOTHE PAPER CO.
Chillicothe, Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

S. & V. Salutes Submarine-Sinker Southern



A dinner in honor of Lt. Charles Southern, former S. & V. Nashville branch manager, who sank a Japanese submarine in an engagement in the South Pacific last year after the liberty ship on which he served as armed guard officer had been torpedoed, was held at the Lotos Club, New York, October 5. Left to right: Sam Wasserman, secretary of Sinclair & Valentine Co., R. R. Heywood, president of S. & V. and of R. R. Heywood Co., Lt. Southern, and Anthony J. Math, vice-president and general manager of S. & V.

Hopp Celebrates 50th Year

Hopp Press, Inc., New York, lithographers, will celebrate its 50th anniversary on November 6. The company first came into existence in 1893 and opened headquarters at 2 Walker Street, New York. Embossed metallic seals reading "Our 50th Year . . . 1893-1943" are being used to advertise the firm's half-centennial. A gathering will be held in November at the Hotel Astor to celebrate the occasion and will be attended by customers, as well as employees of Hopp Press.

Urges Direct Mail Use

The kind of war advertising that is needed now is direct mail, Homer J. Buckley, head of Buckley, Dement & Co., Chicago combination plant, told the Direct Mail Advertising Club of Chicago, at its first fall luncheon meeting, Sept. 22. Mr. Buckley, nationally known authority on direct mail problems, talked on "Enlisting Direct Mail Advertising For Victory."

Direct mail, he declared, can do a specific job in the war effort—one that no other medium can do—if it is rightly and effectively put to work. Unfortunately, however, it is not being

brought into the picture, properly timed with other mass appeals, he asserted.

For business houses not necessarily classified as national advertisers and so not in position to use prepared mats or text for space advertising, he listed the following direct mail avenues for war messages:

1. Editorial comment and selling appeal in employe publications and house organs to customers and prospects;
2. Envelope enclosures for all outgoing mail;
3. Payroll enclosures;
4. Inserts with dividend checks to stockholders;
5. Bulletins to dealers and field men;
6. Catalog and booklet inserts; and,
7. Posters for factory washroom bulletin boards.

Pulp Shortage Still Critical

The shortage confronting the pulp and paper industry and the resulting shortage of printing papers are still critical despite slight recent improvements in pulpwood production in some areas. R. J. Cullen, chairman of the corporation of the International Paper Company, stated September 29.

"A false impression has arisen in some sections of the pulpwood producing areas that the critical period

of pulpwood scarcity has passed and that there is no further need of a general campaign to increase cutting by farmers and woodland owners," Mr. Cullen said.

UTA Meets in November

The United Typothetae of America will hold its annual meeting of the board and membership, at the Lincoln Hotel, Indianapolis, November 3 and 4.

M. A. Flynn, Baltimore, Dies

Michael A. Flynn, Baltimore representative of International Printing Ink, and a member of the board of governors of the Baltimore Litho Club, died October 1.

CHANGING METHODS

(Continued from Page 33)

After being set up, it can settle down and become out of line.

FOR A good many years, we in the pressrooms have had troubles of varying kinds but fundamentally they are all the same, and are caused by virtually the same fundamentals.

We mentioned rollers, blankets, dampers, pressure, and the care of machines and we all know the headaches we have had in trying to overcome some of the problems involved. I sincerely hope that the firms that supply our equipment and materials will study these troubles and problems that we have had for many years in an endeavor to eliminate them before they revamp their entire plants to fit conditions after the war.

If a certain material has been giving trouble for years, why should we continue to build that trouble into our lithographic machinery? If rollers, blankets, inks, varnishes and paper give all of us the same trouble and create the same problems, why should they not be changed? This is a subject that no doubt could be discussed for many days. I have my answers and you, no doubt, have yours, but it seems to me that a closer cooperation between the supplier of lithographic materials and equipment and the lithographic in-

Lithographers!



THIN PAPERS
are *Essential* to
MODERN BUSINESS

to reduce
Office and Factory
expenses.

Specify one of
ESLEECK
THIN PAPERS

Fidelity Onion Skin
Clearcopy Onion Skin
Superior Manifold

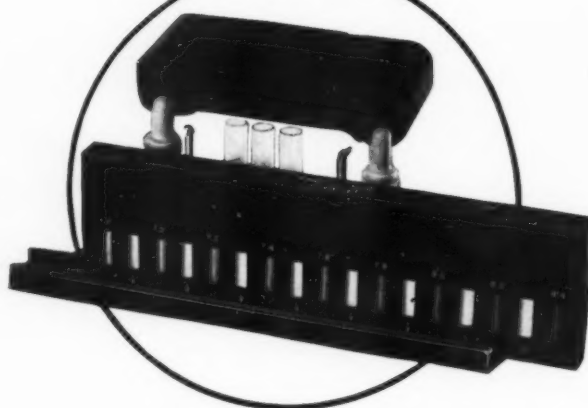
Recommended for
Thin Letterheads, Copies,
Records, Advertising.

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

ACCURATE CONTROL OF YOUR FOUNTAIN SOLUTIONS

calls for a



TAYLOR pH COMPARATOR

By-guess-and-by-gosh methods won't do. They waste time, increase costs. That's why the Taylor Model T-O pH Slide Comparator is so highly regarded—it is quick, easy to operate, absolutely accurate!

Both base and slide are molded from durable plastic. The color standards are contained in the slide so there are no loose standards to handle. Determinations are made simply by moving the color standard slide in front of the test sample until a color match is obtained and reading the pH from the values engraved on the slide.

Once you have established the correct fountain solution or coating mixture, you can duplicate it exactly, whenever you wish.

Model T-O (illustrated) contains one color standard slide for control of fountain solutions. Price \$16.00. Extra slides, which work on the same base, \$8.00 each.

Model T-2 contains a Model T-O, an extra color standard slide for control of coating mixtures, and a wooden carrying case to keep the equipment in portable form and protect it from dust and dirt when not in use. Price \$29.00. All Taylor color standards carry an *unlimited* guarantee against fading.

All prices f.o.b., Baltimore, Maryland

See your dealer or write direct for free folder



W. A. TAYLOR AND CO.
7302 YORK RD. • BALTIMORE-4, MD.

dustry would go a long way toward eliminating a great many of these problems.

On the other hand we should not be careless about handling the materials and equipment—such as allowing the superintendent, foreman or pressmen to do anything he wishes with materials and equipment. We can also include the platemaking and the graining departments. The variation in plate graining and photo operations can bring about bad conditions in the presroom, especially when the pressman does not know from day to day what kind of a grained plate he is going to get.

We must adapt the use of our material to the equipment that we have available and the type of job we are doing. This necessitates the study of the paper for the particular job, and the type of ink to be used for the standardized set-up, so that these can be used without a complete revamping of a given program. Should you have this standardized set-up in operation, I am sure that when trouble does come your supplier will be better able to learn the trouble and be better able to help you with less delay.

So, as a last word, standardize your operations wherever you can and I know that your lithographic problems and troubles will be reduced.★★

THREE THREATS

(Continued from Page 23)

facturer should accept and how long the terms of subsequent payments should be. Certainly the minimum down payment should be at least 25 per cent. Furthermore, the buyer should not undertake the obligation of purchasing equipment unless he has ample working capital to safeguard his investment.

Another consideration is the time allowed to complete the payments on the equipment purchased. On this subject there may be differences of opinion, but some yardstick should be established so that all purchasers may enjoy the same equality of credit con-

ditions. In my opinion 24 months seems to be a generous time allowance, although this is a matter that could easily be arranged to the satisfaction of all parties concerned.

The way to protect the potential buyer of equipment from making mistakes of a costly nature is to provide him with sufficient information that will enable him to adapt himself to the actual existing conditions. This information concerning the condition of the industry should be sufficiently authoritative and useful that it could be utilized by the equipment manufacturers and second-hand dealers in dealing with purchasers.

This information obtained by a current survey of the industry would contain in part, such factors as the following:

1. A brief description of the lithographic process, indicating therein the important observation that the complicated sciences of both chemistry and physics are utilized in its production.
2. A budget of the approximate cost of setting up small, medium, and large plants.
3. Current information as to the type and kind of competition now prevailing in the industry.
4. An approximation of the payroll necessary to carry a particular-sized plant.
5. The required floor space to house plant and equipment.
6. A budget of the cost of operating this equipment for one year, and an approximation of the business necessary to cover this budget.
7. A statement as to the availability (quality and approximate quantity) of competent workmen.
8. Any other information, as for instance, covering certain problems pertaining to one section of the country which are non-existent in another, or which might apply to some particular individual.

The survey and accompanying constructive suggestions, such as I have described, should be free from any tinge of propaganda. The material

should be based on accurate figures and unquestionable sources. In addition, it should be well written, and presented with such clarity that anyone planning to come into this industry could assimilate the material and use it with absolute confidence in its reliability.

The survey which I have in mind should be, in its very essence, reciprocal. It should appeal with equal interest to the equipment manufacturers and dealers as well as to the members of our industry. If we are to ask these people to consider the many postwar problems which will certainly harass us and to give us their whole-hearted cooperation, we ought to have a program ready that they can understand and that they feel is truly reciprocal.

The following brief suggestions seem both timely and valuable:

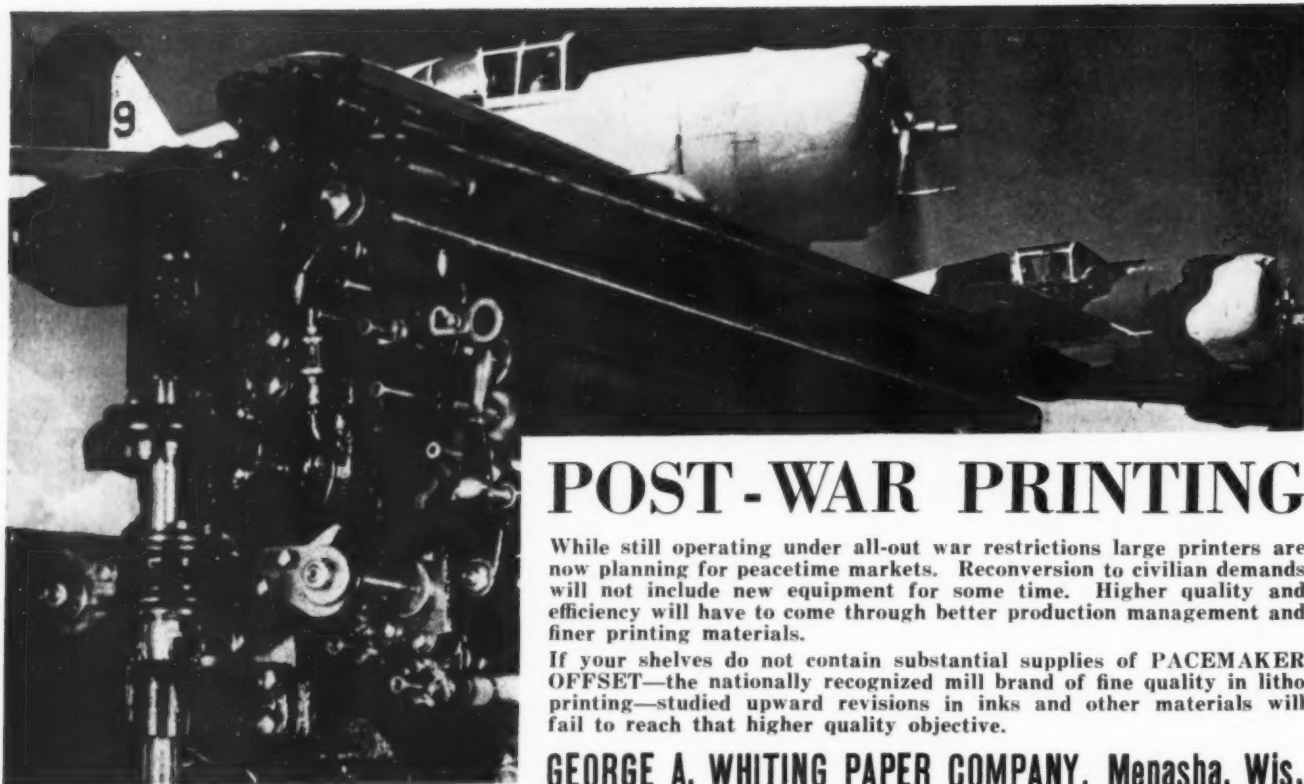
Let us appoint a committee from our association and authorize it to look into the various angles involved in the problems. It will be the purpose of this committee to analyze the situation and then bring in a factual report and recommendations as to future procedures.

The same approach to the problem should be made by every other trade association within the entire graphic arts industry. That is, each trade association should appoint a similar committee which should render a report according to its individual findings.

These various committees representing all the trade associations within the industry should then combine into one joint committee representing the entire graphic arts industry.

This co-ordinated committee, having exchanged views and data, and having the accurate facts at its disposal, would now be in a position to confer with the equipment manufacturers and dealers. Finally they would be able to present their fact-finding data and recommendations constructively so that the various problems involved could be worked out to the mutual advantage of all concerned.

We surely are all in agreement that the lithographic industry will be faced with postwar problems and



POST-WAR PRINTING

While still operating under all-out war restrictions large printers are now planning for peacetime markets. Reconversion to civilian demands will not include new equipment for some time. Higher quality and efficiency will have to come through better production management and finer printing materials.

If your shelves do not contain substantial supplies of PACEMAKER OFFSET—the nationally recognized mill brand of fine quality in litho printing—studied upward revisions in inks and other materials will fail to reach that higher quality objective.

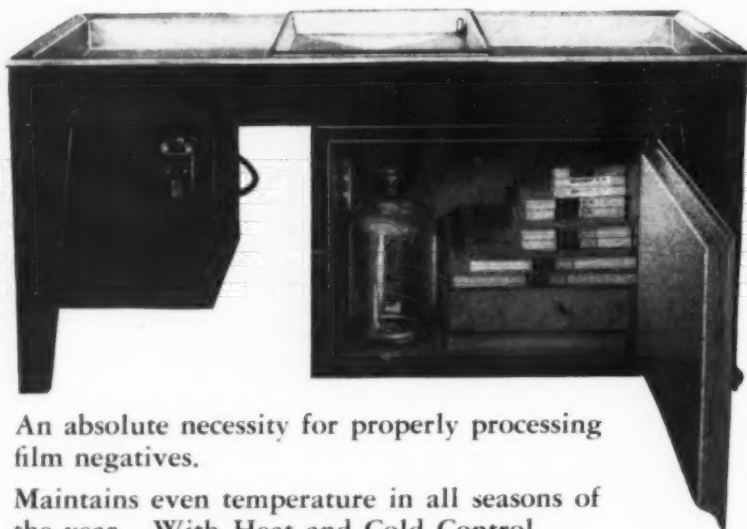
GEORGE A. WHITING PAPER COMPANY, Menasha, Wis.

MANUFACTURERS OF

PACEMAKER OFFSET
BROCKWAY COVERS and LEDGER PAPERS

THE DOUTHITT TEMPERATURE CONTROLLED DEVELOPING SINK

With Refrigerated Storage Compartment



An absolute necessity for properly processing film negatives.

Maintains even temperature in all seasons of the year. With Heat and Cold Control.

Send for circular and prices on our different types of sinks

THE DOUTHITT CORPORATION

650 W. BALTIMORE AVE.
DETROIT 2, MICHIGAN

should be protected against their adverse effects. Since there are only a few manufacturers of lithographic equipment, this fact alone should make a solution more easily possible.★★

HOW ONE FIRM PLANS

(Continued from Page 25)

If your plant is producing advertising literature I strongly recommend that your postwar sales department include a qualified direct mail advertising man who is capable of creating and suggesting advertising pieces and uses for your customers. Very few advertising agencies solicit direct mail business. Many do not even like to handle the art and retouching of such work. Only a few will suggest that a fair share of your customer's advertising appropriation be spent on direct mail. By offering this service yourself you can get a larger share of such appropriations and at the same time almost entirely avoid price competition.

UNTIL now I have been stating my own views regarding those things which should affect your postwar thinking. I have purposely avoided an attempt to forecast the kind of postwar market we should expect. In approaching this subject I will resort to quoting the opinion of others. The material from which I quote is generally accepted as sound and based on more than a hunch. Some of it, in fact, is based on careful and costly analyses and research, conducted by government agencies and independent industrial associations.

Industry generally, as well as wholesale and retail businesses, have recognized for some time that unless they can succeed in absorbing and employing a high percentage of available workers after the war, that the government will do it under a postwar P.W.A. or some other type of agency. And business generally does not want this. They feel that, given a reasonable opportunity, they can do the job without government interference, consequently, there is plenty of

evidence to show that conversion to peacetime pursuits will require less than half the time it did following the last war.

There are many examples of plans already completed by companies who intend not only to get back into civilian production of their old products quickly, but who intend to manufacture in addition, wholly different products. These moves mean that fewer people will be laid off during the conversion period and there will be less waste motion getting back into full production on civilian goods.

Those are a few of the more tangible things. Many, many more could be cited to prove that we are "going places" industrially speaking, when the war is over. On the intangible side many frontiers are ahead for those who wish to face the challenge of exploration, for the fellow who believes that beaten paths are for beaten men, it is not the beginning of the end, but the beginning of the beginning.

(Continued on Page 61)

BLANKOT

Reg. U.S. Patent Office

A NEW REMEDY FOR AN OLD CONDITION

BLANKOT is a liquid that immediately rectifies bad conditions of rubber blankets on offset presses, whether caused by grease and oil, water, or atmospheric conditions, all of which make rubber blankets unfit for use.

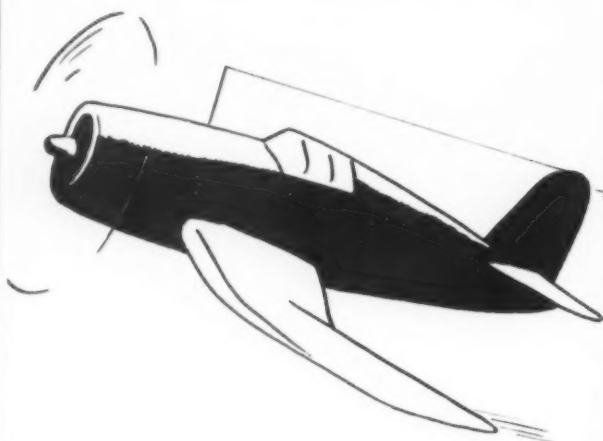
Apply BLANKOT with a soft rag or cheese cloth

MANUFACTURED ONLY BY

MARTIN DRISCOLL & CO. ★ CHICAGO, ILL.

GREAT WESTERN PRINTING INK CO., PORTLAND, OREGON ★ BRANCH FACTORY, MILWAUKEE, WIS.

SPEED COUNTS



Today, in spite of manpower shortages, the pressure of wartime printing demands faster and faster deliveries. Speed counts in every phase of your operation—camera, platemaking, presswork. And it's on your presswork that ECLIPSE DEEP-SET BLACK INK will prove a real help. Its trouble-free performance assures you of maintaining production speeds. ECLIPSE DEEP-SET BLACK is the black ink pressmen have come to count on for complete dependability, and at the same time for brilliant tones and solids. Send for a trial order and test it in your own pressroom.

DO YOUR PART

Help conserve essential materials. Order inks in the largest container sizes you can conveniently handle. Avoid rush orders by anticipating your needs.

HIGHEST QUALITY INK FOR LITHOGRAPHERS

GAETJENS, BERGER & WIRTH, INC.

35 York St., Gair Bldg., B'lyn, N. Y. • 538 S. Clark St., Chicago

Huronette



...for fine Offset work

Tag (Long Grain)

24 x36 —500—80—100—108—125—133—150—175—200—225 lb.
22½x28½—500— 74— 93—100—111—130—148—167 lb.

Bristol (Long Grain)

22½x28½—500—100 lb.

Cover (Long Grain)

20x26—500— 65— 80 lb.
26x40—500—130—160 lb.
23x35—500—100—124 lb.

PORT HURON SULPHITE & PAPER CO.

MILLS: Port Huron, Michigan

NEW YORK CHICAGO BERE A, OHIO SAN FRANCISCO

★ Defender ★

**WHEREVER A PHOTO-PROCESS
SPEEDS PRODUCTION FOR
VICTORY**

For lithography and photo-engraving, for photo-copying, Defender Litho and Photo-Writ products meet the most difficult reproduction problems of war production.

DEFENDER LITHO TRANSPARENT — ORTHO — water proof base—for economical production of line negatives in lithography and reproductions for engineering use.

DEFENDER LITHO FILM—ORTHO—safety base—high resolving power for efficient halftone and line work.

DEFENDER LITHO NEGATIVE PAPER—ORTHO—for line negatives.

DEFENDER LITHO PLATES—ORTHO—for high contrast negatives in absolute register.

DEFENDER LITHO DEVELOPER 7-D—in convenient ready-to-mix form.

DEFENDER PHOTO-WRIT—for high quality photo-copying. Nine grades to meet every requirement.

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.

★ ★ ★

MODERN LITHOGRAPHY

WHAT does all of this mean to our industry? Business men in the United States have always been especially conspicuous for their diligence. The keenness of wholesale, retail, and industrial competition has been one of the major influences in the development of the lithographic industry. To beat today the same day's sales of last year, to close each month with an increase over the comparable month of past years, and to pile up each succeeding year, impressive increases in sales volume, has been the driving force of American business which has carried our industry along with it. If you agree that there is a penned up demand for merchandise in this country as a result of war shortages and an astronomical accumulation of private savings, and if you can accept the theory of a voluminous export market, then you must admit that the American business man is going to go after his share of that business with both barrels loaded, in the postwar period. If he does, the future of our industry

is assured if we are smart enough to get our houses in shape by ridding ourselves of the 10c dollar lethargy by overhauling our sales department and our sales policies if they need it, by watching our production costs, by building ever better employee relations and by sticking to and becoming a vital part of our trade associations.

Don't plan to wait until the entire war is over and the last shot has been fired to make these corrections. In my opinion you are going to have to be ready to go within a very, very short period of time after Germany has been defeated. Once Germany's defeat is an accomplished fact, war contract cancellations will probably start in earnest. Once the American business man sees the trend start in that direction, he will immediately begin thinking and acting to recover his prewar market. The advertising will start coming out of industrial plants by industries starting with the day the first plan in that industry is released for civilian production. There is a possibility that there will be no lull between the cancellation of your

government printing orders, if you are doing that type of work, and the resumption of your advertising and other production. We have been thinking about and planning these things for months. We suggest that you do not further delay.

Keep your postwar planning on a practical basis. After the war we are not going to enter into a type of existence as depicted by "Buck Rogers and the 25th Century." We are not going to live in plastic houses and we are not going to scrap the automobile and the railroads for airplanes that fly straight up and operate with buttons. That the war will probably affect, as other wars have, the further unleashing of the imagination and the inventive genius of men can hardly be doubted, but the problem ahead is one of getting back to your prewar attitude and efficiencies and working up from there with planning and courage so that we are prepared and ready to take advantage of the evolution in products and markets and conditions that will develop in the years ahead.★★

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LITHOGRAPHIC ABSTRACTS

Abstracts of important current articles, patents, and books, compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Department of Lithographic Research, University of Cincinnati, Cincinnati 20, Ohio. Original articles cannot be furnished except as photographic copies at twenty cents per page, plus six cents postage for each four pages or less.

Photography and Color Correction

Positive Reversal Processes. A. Haigh and H. M. Cartwright. (Process Engravers' Monthly), 50, No. 595, July 19, 1943, pp. 190-1 (2 pages). This article is an introduction to a discussion of positive reversal processes. The history of these processes and general procedures are briefly reviewed.

Dry Reduction for Better Prints. Don D. Nibbelink. (Minicam Photography), 6, No. 4, pp. 12-17 (6 pages), 1942; (Chemical Abstracts), 35, 65235. Alcoholic solutions of iodine and thiourea can be employed for local reduction of dry prints. The formulas given consist of (A) 20 grains iodine per ounce of methyl alcohol, (B) 40 grains thiourea per ounce of water. Use equal parts of A, B, and methyl alcohol. More methyl alcohol can be used when slower action is desired. The prints are fixed in plain hypo and washed as usual.

Photography in Map Reproduction. J. H. Donoghue. (Journal of the Photographic Society of America), 8, pp. 191-95 (5 pages), April, 1942. Two main activities of the Army Engineers Corps in making maps are described, namely: (1) the production of photomaps of aerial mosaics and (2) the production of maps by process color-separation methods. The quality of the mosaics should be as good as that of a contact print made from the original aerial negative. They usually appear slightly flat as a result of intentionally reducing the shadows. Six separate photographic exposures are made, using a 300-line lithographic halftone and the Kodagraph Contact Screen process already described

(Monthly Abstract Bulletin of Eastman Kodak Company), 29: 30, January, 1943. Process color-separation methods are employed to reproduce an original colored map without losing detail. No definite procedure is given but a general pattern is outlined, including the use of 300-line or 133-line halftones and some steps of the mosaic method. (Monthly Abstract Bulletin of Eastman Kodak Company), 29, No. 5, May, 1943, p. 173.

Shop Talk. I. H. Sayre. (Modern Lithography), 11, No. 8, August, 1943, pp. 39, 61 (2 pages). In order to obtain dye tones, it is necessary to immerse the slide or film in the mordanting bath, then wash for ten to fifteen minutes. Then place the material in the dye bath until it has taken sufficient dye, and wash again for five to ten minutes. Formulas for both the mordanting bath and the dye bath are given.

Separation Negatives From Dufay-color Transparencies. C. H. Beale and A. Cornwell-Clyne. (Photographic Journal), 83, July, 1943, pp. 268-70 (3 pages). A method of obtaining satisfactory color separation negatives from Dufaycolor transparencies by contact and by projection is explained. Due to the color "overlaps" in transmission of the various elements of the transparency, it is necessary to use Narrow Cut Red, Green, and Blue filters, designed for this purpose by Dufaycolor. However, even these do not give best results when incandescent or daylight is used. Several types of illumination give better results, the best of which is a filtered Cadmium mercury vapor lamp. Methods of adapting equipment to the use of such lighting are also described.

Halftone Densities. Paul W. Dorst. (Journal of the Optical Society of America), 33, No. 8, August, 1943, pp. 436-9 (4 pages). In a halftone print, the relationships between (1) dot area, (2) optical density of the printed ink, and (3) apparent tone value, are not obvious. These relationships are developed mathematically, and a chart and slide rule are illustrated for determining the dot area required for a given tone value when the printed ink density is known. A given change in dot area is shown to have only a slight effect on the apparent tone value in the highlights, and an increasingly greater effect as the shadows are approached. A change in the density of the printed ink affects the various tone values to

different amounts, the maximum effect occurring in the shadows.

Announce Deep Etch Four-Color Method Utilizing Shading Sheets. Anonymous. (Modern Lithography), 11, No. 4, July, 1943, p. 36. A new method for making deep etch four-color plates by the use of shading sheets is described. The process will serve well for simple color work and simple color combinations.

G. T. Lane, C. L. A. Wynd. U. S. Patent No. 2,303,942. Assigned to Eastman Kodak Company. Templates for use in the production of aircraft and automobiles are made by tracing or otherwise drawing upon an aluminum plate covered with a fluorescent material, which is then placed in contact with a large aluminum sheet covered with a sensitive material and exposed to x-rays, thus producing a developable image in the sensitive layer. (Monthly Abstract Bulletin of Eastman Kodak Company), 29, No. 4, April, 1943, p. 166.

Photographic Templates. E. C. Jewett and C. D. Tate. (Mechanical Engineer), 64, pp. 787-92 (6 pages), November, 1942. A short discussion is given of the problems encountered in making large-scale layouts for the mass production of machinery. A fairly detailed, nontechnical discussion is then given of photocopying methods and techniques with particular reference to the utilization of matte transfer paper. (Monthly Abstract Bulletin of Eastman Kodak Company), 29, No. 5, May, 1943, p. 172.

Development in the Cold. Federico Ferrero. (Corriere Fotografico), 38, pp. 176-8 (3 pages) (1941); (Chemisches Zentralblatt), 1942, I, pp. 2846-7 (2 pages). A decrease in the temperature of the developer inhibits the developing power. This is most strongly noticed with "glycine," hydroquinone, and pyrocatechol developers but less pronounced with developers containing metol, resorcinol, rodinal, or eikonol. Concentrated developers are more suitable for working in the cold. In metol-hydroquinone developers only metol reacts in the cold and less vigorous negatives are obtained. The following temperature coefficients are given for several developers: metol developer 1.5, metol-hydroquinone developer 1.7-1.9, rodinal 2.0, pyrocatechol developer 2.8. This temperature coefficient was defined by Eder as the number of times to which the developing time must be prolonged if the temperature drops 10° and is



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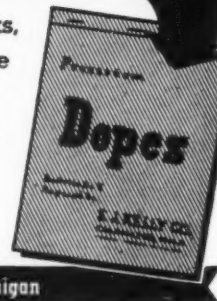
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valid in the region between 6° and 20° C. (Chemical Abstracts), 37, No. 12, June 20, 1943, pp. 3358-9 (2 pages).

Planographic Printing Surfaces and Plate Preparation

Describe Industrial Photo Transfer Process. Anonymous. (Modern Lithography), 11, No. 8, August, 1943, p. 47. The development of sensitized transfer paper has been announced in England. The surface to be sensitized is first coated with a special lacquer. The lacquered surface is rendered tacky by means of a softener, and the transfer paper is then rolled on with a rubber roller. Just before use the backing paper is stripped off. The method is suitable for sensitizing plastic, plywood or metal surfaces to receive photographic images by contact printing, in the camera, or by projection.

Cold Enamel. P. C. Smethurst. (Process Engravers' Monthly), 50, No. 595, July, 1943, pp. 170-1 (2 pages). The writer maintains that the action of heat and light on dichromate-sensitized colloids are two different processes, and that the effect of heat is to produce hydrolysis of the sensitizer and thus liberate free acid. A sufficient quantity of a non-volatile alkali should be added to prevent free acid from appearing at all. Good results were obtained experimentally with borax.

Substitute for Albumen in Lithography and Photoengraving. C. D. Hallam and A. Haigh. (Process Engraver's Monthly), 49, p. 180, July, 1942. The authors suggest casein as an efficient substitute for albumen. A stock solution can be prepared from the following solution: Casein (60 mesh), 100 gm.; water, 1350 c.c.; ammonia (sp. gr. 0.88), 15 c.c.; and ammonium bichromate (20 per cent solution), 150 c.c. When the casein solution is used in the same way as bichromated albumen, it prints somewhat faster, so that exposures can be reduced. A preservative, such as phenol, thymol, or nitrobenzene, should be added if the casein solution is to be kept for longer than about one week. (Monthly Abstract Bulletin of Eastman Kodak Company), 29, No. 4, April, 1943, p. 137.

Equipment and Materials

Glossmeter. American Instrument Company. (Review of Scientific Instruments), 14, No. 8, August, 1943, p. 256. The new Aminco-Scott Glossmeter measures specular gloss, contrast gloss, distinctness-of-image gloss, absence-of-bloom gloss and many other optical properties of surfaces of all kinds. The instrument has sufficient sensitivity and wide range to measure relative apparent reflectance from high gloss to flat gloss without the use of neutral filters, wedges, or similar devices which are

difficult to reproduce or calibrate. It consists essentially of four main components: (1) goniophotometer; (2) reference plate and sample holder; (3) control and measuring unit; (4) galvanometer. A standard glass reference plate is supplied.

Paper and Ink

Further experimental study of Beater Practice in the Manufacture of Offset Papers. Pamphlet—Research Paper No. 1532. Charles G. Weber, Merle B. Shaw, Martin J. O'Leary. Lithographic Technical Foundation Research Paper No. 1532 is supplementary to Research Paper No. 1455 as it extends the study to include papers made of rag fillers, mixtures of rag and wood fibers, and clay-filled sulfite paper. The rag fibers responded to beating somewhat differently than wood fibers, and the rag papers had appreciably lower expansivity than corresponding wood fiber papers. Mixtures of rag and wood fibers, in equal proportions, produced papers with folding endurance approximately the average for the two pulps. The addition of clay filler to sulfite paper lowered the expansivity in the machine direction but not in the cross direction.

Inks and Printing Processes of the Future. A. C. Healey. (Paint, Colour, Oil, Varnish, Ink, Lacquer Manufacture), 13, pp. 104-5, 107 (3 pages) (1943). The general increase in speed of printing is made possible by the incorporation of synthetic resins into the printing ink vehicles, which considerably reduce the time of drying. Drying by freezing or by flaming or by quick drying by precipitation, ozonization and emulsion inks are discussed briefly. (Chemical Abstracts), 37, No. 16, August 20, 1943, p. 4912.

Method of Multicolor Printing and Ink Therefor. Floyd E. Barmeier (to General Printing Ink Corporation). U. S. Patent No. 2,326,321 (August 10, 1943). Method of multi-color printing, which comprises successively printing in contiguous relation a series of printing inks having progressively decreasing tack and a decreasing proportion of pigment, each ink containing a larger proportion of solvent which is of a predetermined higher evaporation rate than the preceding ink, said solvents all being of similar organic composition.

Measuring the Degree of Curl of Paper. F. T. Carson and V. Worthington. (Journal of Research, National Bureau of Standards), 30, pp. 113-21 (9 pages), February, 1943. In one method frequently used to determine the tendency of paper to curl, a measurement is made of the amount of curl of a small piece of the paper floating on water. The measurement is customarily made in terms of an arbitrarily chosen angle. The maximum curvature, however, is a more

logical measure of curliness. The maximum curvature of freely curling paper was determined from measurements made of the curling of paper in contact with water, and the new apparatus devised for the purpose is described. Measurements were made of the relative curliness of a number of lithographic papers. The correlation of curl with other related properties is discussed. The results of the measurement of curl agree reasonably well with what is known about the behavior in use of the papers studied. (Monthly Abstract Bulletin of Eastman Kodak Company), 29, No. 5, May, 1943, pp. 182-3 (2 pages).

Types of Ink Mottles. James E. Slaughter. (Paper Progress), 7, No. 1, August, 1943, pp. 10, 11, 22, 23 (4 pages). The mottling of printing ink is discussed in detail. It is usually the result of using too soft or too dry an ink, too much impression, or the running of an ink containing poor printing pigments. It may be caused by the formation of some papers or the job not being suited to the press. Solutions to wet mottle on both soft and hard stocks are given, and the problems of excess ink, weak ink, dry mottle, stock mottle and the press mottle are discussed.

Identification of Pigments. J. Barker. (Paint Varnish Production Manager), 23, pp. 76-9, 100, 102-3 (7 pages) (1943). Group tests and some specific tests for the more commonly encountered paint pigments are outlined. (Chemical Abstracts), 37, No. 13, July 10, 1943, p. 3955.

The Chemistry of the Drying Oils. H. W. Rudd. (Paint, Colour, Oil, Varnish, Ink, Lacquer Manufacture), 13, pp. 95-103 (9 pages) (1943). A full discussion of this subject dealing with various oils, polymerization and oxidation, autooxidation of oils and the action of inhibitor, the mechanism of polymerization. Forty-one references. (Chemical Abstracts), 37, No. 16, August 20, 1943, p. 4913.

Determination of Specific Gravity of Dry Paint Pigments. Irvin Baker and George Martin. (Industrial Engineering Chemistry), Analytical Edition, 15, p. 279 (1943). A new, rapid method of determining the specific gravity of dry paint pigments is described. It consists of preparing a specific gravity tube by reducing a test tube 3.5 cm. in diameter to a length of 7 cm. and making a Pt handle at the top. The dried and cleaned tube and a small stirring rod are immersed in kerosene at 25° and weighed. From 1 to 25 g. of the pigment, depending on its specific gravity, is weighed into it, by difference. Sufficient kerosene is added to the pigment to wet it entirely and leave about 0.8 cm. of clear liquid above it. The pigment is stirred while the specific gravity tube is heated at 65° to
(Continued on Page 69)



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H-S-P Elects Director

A. T. Colwell, member of the Board of Directors of Thompson Products, Inc., and Thompson Aircraft Products Co., was elected a director at the annual meeting of the stockholders of Harris-Seybold Potter Company, on September 21. Mr. Colwell is also a member of the Board of Directors of the Curtis Pump Co., and of the Toledo Steel Products Co., Ohio.

Colorgraphic Moves

Colorgraphic Offset Co., New York, will occupy new quarters on the 10th floor at 155 Sixth Avenue, on October 15, where it will have nearly twice its present floor space. This is the fourth move to larger space that the company has made in the last ten years. Considerable expansion of production facilities will result from the present move. Colorgraphic officials stated.

ATF Head a Director

Thomas R. Jones, president of American Type Founders, Inc., New Jersey, was elected to the board of directors of A. G. Spalding & Bros., Inc. at a board meeting held in September. Mr. Jones is also president of National Printing Equipment Association.

Four Sons in Service

Of the 19 employees of American Label Co., New York, in the service, four are sons of Robert P. Schambach of the firm. The sons are Robert H., Roland, John and William.

Appoint Sales Manager

W. R. Perkins has become sales manager of Maverick-Clarke Litho Co., San Antonio. Mr. Perkins was formerly with the Crosley Corp., Cincinnati.

Plan Packaging Institute

The Packaging Institute is scheduled to be held at Hotel New Yorker, New York, November 4 and 5.

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LITHO ABSTRACTS

(Continued from Page 65)

70° for about 0.5 hour in another beaker of kerosene. The tube is removed from the kerosene bath, filled with kerosene to within 0.6 cm. from the top and centrifuged for 0.5 hour at 2000 revolutions per minute. After carefully filling it to the top, it is reweighed in kerosene at 25°. The specific gravity of the pigment is obtained by dividing the product of the weight of pigment in air and its weight in kerosene. Data show an accuracy of 5 parts per 1000 or better. (Chemical Abstracts), 37, No. 12, June 20, 1943, pp. 3620-1 (2 pages).

Printing-Ink Permeation of Paper (Castor-Oil Test). (Paper Trade Journal), 116, No. 24, p. 24 (1943). Text of TAPPI, tentative standard T 462 m-43 which consists of measuring the time in which a drop of U.S.P. castor oil produces a uniform translucent spot in paper. It is suitable only for easily permeable papers such as news, book and mimeograph, and is a measure of the receptivity of paper to printing inks having an oil vehicle. (Chemical Abstracts), 37, No. 16, Aug. 20, 1943, p. 4897.

Miscellaneous

Electronics. W. D. Cockrell. (Printing Equipment Engineer, 66, No. 4, July, 1943, pp. 7-11.

Synthetic Adhesives (Book). Paul I. Smith. Chemical Publishing Co., Inc., Brooklyn, N. Y., 126 pages, 5½ x 8½ inches, \$3.00.

Two Forbes Men Die

Two former employees of the Forbes Lithograph Mfg. Co., Boston, who were serving in the armed forces have died during the past month. Adolph J. Cormier, was reported dead in the South Pacific area on August 30 from malaria, and Richard J. Gordon was killed September 10 in a plane crash at Pensacola, Fla. just a week before he was to receive his wings. This brings the number of Forbes men lost in the Services to four. The firm has 185 in the Services.

Louis Schmidt Dies

Louis Schmidt, Sr., former press-room superintendent of Tooker Lithograph Co., New York, died recently at the age of 65. At the time of his death, Mr. Schmidt was identified with the ink supply trade.

ADVERTISERS' INDEX

OCTOBER, 1943

Agfa Ansco.....	14	La Motte Chemical Products Co.....	Sept.
Aluminum Co. of America.....	Sept.	Lanston Monotype Co.....	Sept.
American Graded Sand Co.....	68	Lawson Co., E. P.....	Sept.
American Type Founders.....	34	Litho Chemical & Supply Co.....	48
Arvey Corp.....	3rd Cover	Lithographic Plate Graining Co. of America, Inc.....	52
Bensing Bros. & Deeney.....	62	MacBeth Arc Lamp Co.....	Sept.
Bingham Bros. Co.....	Sept.	Mallinckrodt Chemical Works.....	50
Bingham's, Sam'l, Son Mfg. Co.....	44	Mead Corp., The.....	66
Brown, L. L., Paper Co.....	Sept.	Merck & Co., Inc.....	32
California Ink Co., Ink.....	66	Miller Printing Machinery Co.....	Sept.
Cantine Co., Martin.....	Sept.	National Carbon Company, Inc. (Carbon Sales Division).....	Sept.
Central Compounding Co.....	66	Necnah Paper Co.....	4
Champion Paper and Fibre Co.....	16	Norman-Willets Co.....	66
Charlton, F. M., Co.....	Sept.	Northwest Paper Co., The.....	3
Chillicothe Paper Co.....	54	Oxford Paper Co.....	13
Classified Advertising.....	67	Parsons Paper Co.....	68
Coxhead, Ralph C., Corp.....	Sept.	Photo Litho Plate Co.....	Sept.
Craftint Mfg. Co.....	68	Photo Litho Plate Graining Co., The.....	68
Cramer, G., Dry Plate Co.....	62	Pitman, Harold M., Co.....	38
Crescent Ink & Color Co. of Penna.....	Sept.	Plastolith Co.....	Sept.
Day, Ben, Inc.....	Sept.	Port Huron Sulphite & Paper Co.....	60
Dayton Rubber Mfg. Co., The.....	50	Printing Machinery Co.....	Sept.
Defender Photo Supply Co.....	60	Rapid Roller Co.....	Aug.
Dixie Plate Graining Co.....	62	Reliable Lithographic Plate Co.....	Sept.
Douthitt Corp.....	58	Rising Paper Co.....	42
Driscoll, Martin, Co.....	59	Roberts & Porter, Inc.....	Sept.
E. I. du Pont de Nemours & Co.....	40	Roberts, Lewis, Inc.....	Sept.
Eastman Kodak Co.....	29	Rutherford Machinery Co., Div. General Printing Ink Corp.....	Sept.
Esleeck Mfg. Co.....	56	Roosen, H. D., Co.....	Sept.
Flowers Color Photo Composing.....	Sept.	Senefelder Co., Inc.....	2nd Cover
Fox River Paper Corp.....	46	Siebold, J. H. & G. B., Inc.....	64
Fuchs & Lang Mfg. Co., Div. General Ptg. Ink Corp.....	11 and 12	Sinclair & Carroll Co.....	61
Gaetjens, Berger & Wirth, Inc.....	60	Sinclair & Valentine Co.....	6
Godfrey Roller Co.....	52	Sorg Paper Co.....	64
Goerz American Optical Co., C. P.....	62	Stevenson Photo Color Separation Co.....	68
Graphic Arts Corp.....	61	Superior Printing Ink Co.....	Sept.
Hammer Dry Plate Co.....	Sept.	Strathmore Paper Co.....	8
Hammermill Paper Co.....	Sept.	Taylor & Co., W. A.....	56
Handschy, A. E., Co.....	54	Transparent Printing Corp.....	Sept.
Harris-Seibold-Potter Co.....	1th Cover	Union Carbide & Carbon Co.....	Sept.
Hoe, R., & Co.....	9	Vulcan Proofing Co.....	Sept.
Howard Allied Writing Paper Mills.....	7	Wagner Litho Machinery Co.....	Sept.
Howard Paper Co.....	Sept.	Warren, S. D., Co.....	Sept.
Huebner Laboratories.....	Sept.	West Virginia Pulp & Paper Co.....	Aug.
Ideal Roller & Mfg. Co.....	Sept.	Western Litho. Plate & Supply Co.....	Sept.
International Paper Co.....	36	Whiting, Geo. A., Paper Co.....	58
International Press Cleaner & Mfg. Co.....	Sept.	Whiting-Plover Paper Co.....	15
International Printing Ink.....	68		
Kelly, E. J., Ink Co.....	64		
Kimble Electric Co.....	66		

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)



"Hang on, Cuthbert! If yo' gets lost, be sho' and let me know where yo' is!"

... Hang on!

THE present mad whirl cannot last forever . . . and when it ends, where will your business be? In the face of present manufacturing and raw material situations, will your firm and your products retain their identities? Or will they be lost in a pile of post-war wreckage? Will your old customers remember you?

You can "hang on" to your old position, to the identity of your firm and your products, most effectively and economically through regular advertising in representative trade publications. If you would "hang on" to your position in the lithographic field we suggest regular advertising in

MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK 1, N. Y.

(Member, Audit Bureau of Circulations)

TALE ENDS

ACCORDING to an OWI news release identified as Butman-2905-WPB-4353, X-21190 (we're not kidding), the federal government has curtailed its use of paper, thus making its contribution to the conservation of wood pulp. On January 8, 1943, commercial printers, publishers, and all other users of paper were ordered by the government to reduce their use of paper by 10 per cent. Now, nine months later, the OWI considers it news that the government has also reduced its use of paper. The release however, claims a reduction of 25 per cent by the government which would be a substantial saving. Now, with the government getting after industry to release its hoard of un-needed manpower, we wonder how long it will take Washington to release its hoard of manpower.

★

The visiting restrictions at many of the litho plants we have visited recently are just as strict as any war plant. A common requirement in war litho plants is that the visitor register, state his business and wear a badge while in the plant. One plant required proof of citizenship, and another one we were in recently had its pressroom under close guard—not even plant employees could get in unless they worked in that department.

★

Following up the recent gift of bright red cherries labeled "Color in Good Taste," Kipe Offset, New York, delivered a small wooden crate containing two luscious pears to litho prospects in New York early in October, under the same slogan. Sure comes in handy, what with rationing, et cetera.

★

Don't let that subscription lag. When you get the pink renewal notice send your check right away, so you won't miss any copies. With paper restrictions on publishers what they are, missed copies are scarce

MODERN LITHOGRAPHY

The husbandry of science

BUILDS A STALWART PEOPLE

THE TIME WILL COME

when worldwide intensive scientific farming by irrigation, forced feeding of plants with vitamins and concentrate solutions, under-glass sterilization, the development of new fruits and vegetables, will all play a part in the proper nourishment of the world's people . . . in the building of sound minds and bodies.



THE TIME WILL COME

when we shall again devote our full energy to the manufacture of *advertising displays*. NOW Arvey production lines are delivering a steady stream of items urgently needed for the nation's war effort. But, we are also doing considerable work on advertising displays. Many lithographers have not forgotten to stick to the selling job . . . to understand their customers' problems, suggest ideas and offer helpful service. For, canny advertisers realize that "out of sight" is soon "out of mind." They know that once the public is allowed to forget a trade name or trade mark, only a long, costly, uphill fight can restore its prestige and power . . . and the consumer demand previously built up around it.

FOOD IS A VITAL WEAPON



Patiently, persistently, through ceaseless hours the farmer toils to provide our workers and our fighters with this mighty weapon of war. Back his effort to the limit. **WORK, GIVE, LEND.**

Buy More War Bonds



WORLD'S LARGEST MOUNTERS AND FINISHERS OF

ARVEY CORPORATION

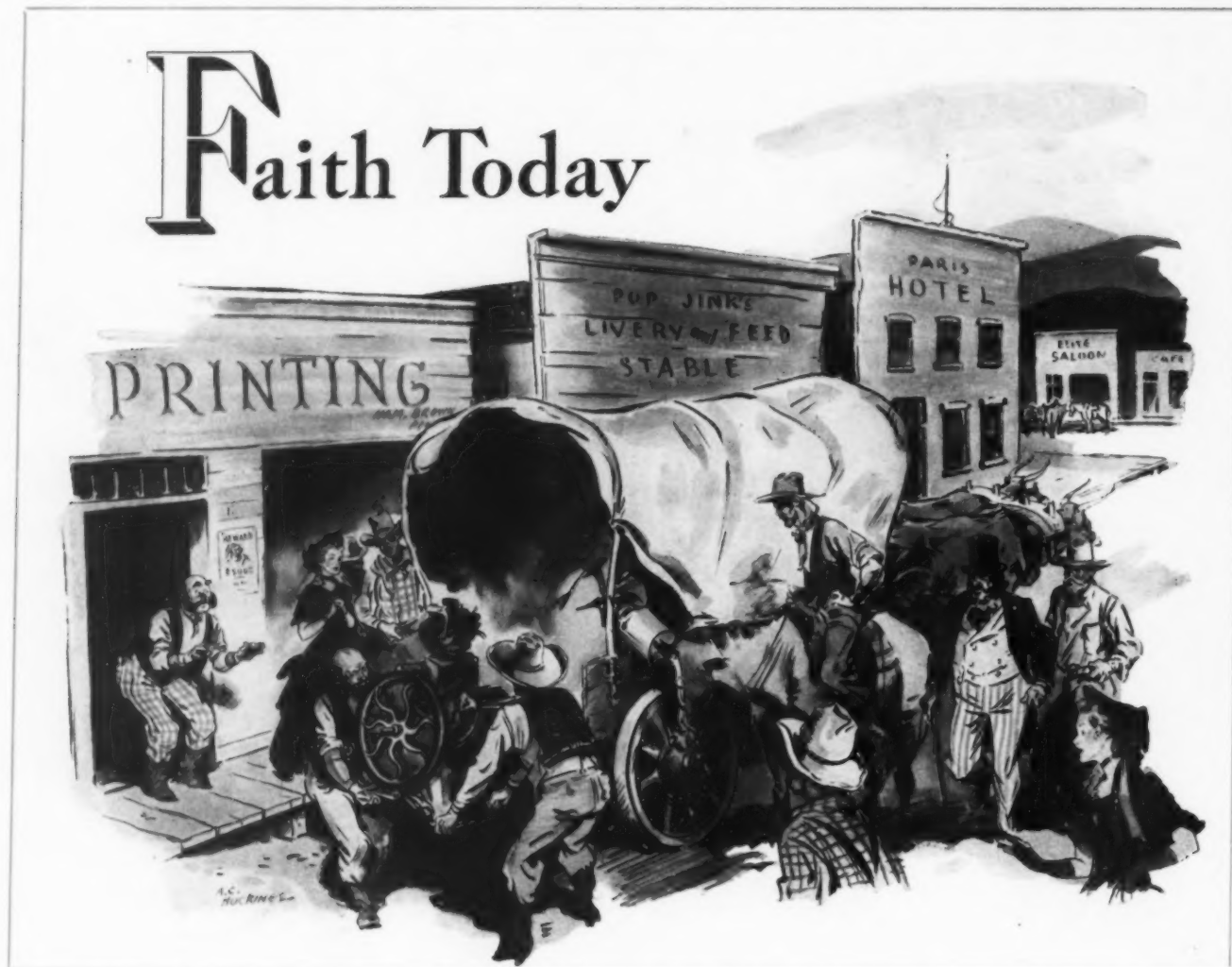
CARDBOARD ADVERTISING DISPLAYS SINCE 1905

CHICAGO

• DETROIT •

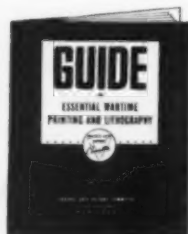
JERSEY CITY

Faith Today



Who brought the first printing plant into Fort Dodge—or into any other booming frontier town—who gambled his last dollar upon his faith in *printing* as a vitalizing force? It was a *printer*, an idealist, a man of vision. He believed that education would make America the ideal for the world, would protect liberty and stimulate prosperity. He staked his all upon his dream. His shop in the woods or on the prairies

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



became a clearing house of ideas, the main-spring of growth.

The printer's faith in himself, his profession, and his country, triumphed over gruelling hardships in pioneer days. Today, America's Graphic Arts, competent, well-drilled, and endowed with the old printing spirit of fighting faith, is qualified to master even the tougher tasks arising from war needs, and later to cope with the constructive needs of a Nation at peace.

public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you...or write direct to Graphic Arts Victory Committee, 17 East 42nd Street, New York City.

HARRIS·SEYBOLD·POTTER·COMPANY

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CLEVELAND 3, OHIO
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAYURE PRINTING MACHINERY • • • • •

SEYBOLD DIVISION
DAYTON 7, OHIO
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS